



Manage your Store

Improve business acumen of your store managers

SIMULATION OVERVIEW

The job of a retail store manager is overseeing the everyday running of a retail store. Store managers need to meet sales and personal targets. They need to ensure maximum sales as well as profitability by focusing on key initiatives in business, such as daily cost control in operations, risk management, payroll management, loss prevention, inventory management, marketing execution, and store presentation.

Therefore store managers should have organizational skills which involves the capability of managing multiple priorities along with management skills like planning, organizing, coordinating and leading.

Most businesses face a great challenge in developing a store manager force that would be able to face all of these challenges. Most often, the store managers rise from the sales ranks, and they assume that their ONLY priority is to meet the sales targets. Hence they sacrifice their other priorities, which would ultimately give them the opportunity to maximize sales and store profitability.

The key to overcoming this challenge is to change their mindset about how to run a store. Store managers need to see that they have to be effective in managing multiple priorities. Or, they need to have the larger picture by improving their business acumen, so that they can achieve extraordinary performance in their business.

METHOD

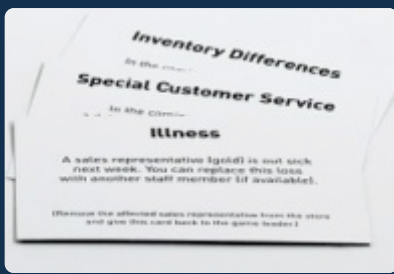
„Learning is experience, everything else is information.“

ALBERT EINSTEIN

Simulations are models of real life. They are based on the main challenges that businesses face in achieving better performance. They represent real cases and provide participants to make decisions in these circumstances and hence see the outcome of these decisions. This way, simulations improve the participants' understanding of what works, and what does not work in a multitude of business situations. In sum, simulations prepare participants to meet the challenges that real life presents on a day-to-day basis.

In this sense, simulations reduce the cost of learning-by-doing. The participants make decisions in a risk-free environment and see the outcome without sacrificing business resources, time and customers. Like an airplane pilot on a flight simulator, the participants will learn to fly without making an error and crashing the plane...





How many of your store managers can say the following?
 I have a big picture understanding of our business / I know that all business decisions are interrelated and I am aware of the impact of decisions that I make on growth and profitability of our brand / I am aware of the key business drivers in the store environment that our brand needs to push in order to improve the growth and profitability of our brand / I am aware of the existing competitive situation and how our brand executes our sales and marketing strategy in the store environment to overcome the competition / I know how my store delivers value to the shareholders of the brand / I am capable of understanding and contributing to new business initiatives, because I am capable of estimating their impact on our sales and profitability

BENEFITS
 To the participants

- improved understanding of the big picture on the management of a store,
- Improved understanding of managing multiple priorities simultaneously,
- enhanced capacity to plan for the day-to-day operations of the store and execute these plans effectively,
- improved business tactical thinking for long-range planning and execution,
- enhanced capacity to reach business targets and store profitability,
- improved sense of managing people, merchandise, customer marketing activities as well as competition from other brands.

To the company

- better store management practices to reach business sales targets and same new store profitability,
- a more competent store management team that would be able to deal with changes and challenges with proper attitude towards store management,
- better overall implementation of corporate sales and marketing strategies for growth and profitability

TARGET GROUP
 Manage your Store is a business simulation designed for the improvement of business acumen of front line staff including:

- Current store managers and supervisors of all stores and outlets (including dealers),
- Newly hired store managers and supervisors,
- Sales teams and high potentials in store environment.

CUSTOMIZATION

- Manage your Store can be customized to meet the exact needs of your particular brand including the products, processes and procedures as well as the particular marketing and sales strategies for your own business,
- You can run the simulation internally with a license agreement and certified trainers.

WORKSHOP

- Seminar/workshop with 4 to 6 groups,
- A group with 2-4 participants,
- 1 or 2 day workshops days,

LANGUAGE

- English / German / Chinese

