

Retail Training Programs

by Sue Warfield



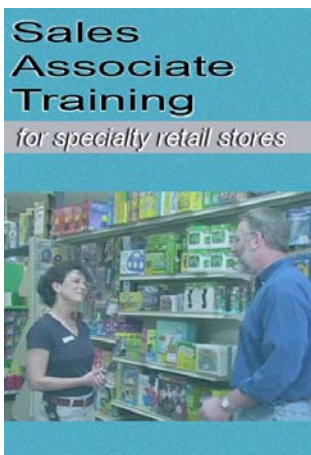
Management Training for Specialty Retail Stores

Topics covered in this video include:

- How Attitude affects Store and Staff
- Where to Find Good People
- Interviewing Job Applicants
- Associate Training
- Retaining Good Staff
- Employee Evaluations
- Prioritizing and Delegating
- How to Bring More Business into the Store
- Managing Sales Costs
- Working Through Conflicts with Upper Management

Includes sample documents:

- Check out the Store Worksheet Application Form
- Interview Planning Worksheet Application Form
- Interview Planning Worksheet Easy Interview Form
- Interview Record Form
- First Day Checklist
- First Week Checklist and more...



Sales Associate Training for Specialty Retail Stores

Topics covered in this video include:

- What Makes a Specialty Retail Store Different
- Recognizing Customer Types
- Working with the 4 Basic Customer Types
- Learning Product in the Store
- Job Objectives
- Dealing With Difficult Customers
- Handling Returns

Includes sample documents:

- Check out the Store Worksheet Recap, Customer Types, and Product Knowledge Worksheet
- Add On Sales Worksheet
- Extras Worksheet
- Sample Job Objectives
- Value Worksheet
- Training Recap Quiz and more...



Sue Warfield has worked with the specialty retail marketplace since 1990 when she started her own retail consulting business, Retail Specialties. She has written her own Retail Store Management Book, "Retail Tips and Tools" and has worked with a variety of retail businesses in the US to create their own orientation and training manuals and programs. She also has presented seminars to various trade and national organizations including The American Specialty Toy Retailing Association, The National School Supply and Equipment Association, and The American Heart Association.

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Title:	Quantity:	Each:	Total:
<i>Management Training for Specialty Retail Stores</i>	_____	\$99.95	_____
<i>Sales Associate Training for Specialty Retail Stores</i>	_____	\$99.95	_____
<i>Management and Sales Associate Combo</i>	_____	\$189.95	_____
For ordering or other information, call DSS Distributing, LLC. At 225-926-4570		Grand Total:	_____
