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hda

RETAIL EXCELLENCE

8 PRINCIPLES OF SUPERIOR RETAIL MANAGEMENT

Embed 'Retail Excellence' Area & Store Manager Performance

Improve Retail Store KPIs – Conversion, ATV, Items per Sale, Sales per Hour

Enhance Store Experience & Customer Journey

Gain Consistency of Performance Across Your Store Estate

The Most Relevant Retail Training For Area Managers, Store Managers & Teams

Partnering to deliver: Retail Development Centres, Retail Leadership & Management Development, Exec Retail Coaching, ILM Accredited Coaching, Change, Assessment, Psychometrics, Career Review, Outplacement & Career Transition, 360 Feedback, Engagement – Wellness – Resilience Facilitation.

HDA is a shareholder in and founder member of CareerNet International (CNI), a network of career transition management and outplacement firms across Europe, North America, South America, Asia and Australasia.

In retail there are environmental factors (economy, suppliers, weather, product quality, missed trends) which impact on store performance – all outside of a store manager's control. However, a good in-store team who are willing to approach customers and interact will reflect dramatically better store sales – something that can be influenced daily.

8 PRINCIPLES OF ALL GREAT RETAIL MANAGERS

Our bespoke programmes, tailored to your retail systems and customer experience process, are designed to develop the capability of Area Managers & Store Managers in the proven methods of the 'Best of the Best' Area & Retail Managers. A commercially driven programme, it focuses on managing the delivery of sales, service and store KPIs within a multi-site retail environment. Our work with retailers over 13 years has confirmed '8 Retail Principles' demonstrated consistently by top retail performers drives sales and service results across your store estate.

8 things all great store managers do:

- 1 They understand their role, job responsibilities, and key deliverables
- 2 They communicate clear, specific and achievable retail targets
- 3 They have access to relevant store KPI management reports & scorecard tracking
- 4 They manage the delivery of KPIs – Sales per Hour, Conversion, ATV, Items per Sale
- 5 They gain compliance to shop floor sales & service standards
- 6 They coach floor sales behaviours to improve deficient KPIs & service standards
- 7 They have a live retail Game Plan & run retail floor contests to hit targets
- 8 They implement Critical Care when required

HOW DOES IT WORK?

Great performance as a Retail Manager is all about doing the right thing at the appropriate time. The big questions are 'What's the right thing to do?' and 'When's the right time to do it?' The answers are very specific for the a Retail Manager role and so there are processes that, if followed, increase the likelihood of you being a successful Retail Manager.

The programme thoroughly trains, develops and facilitates the implementation of the 'Retail Excellence' process into all of your stores.

Retail Excellence Process



Poor store managers tend to lack personality. They are also more likely to be disorganised and forever stuck in the stockroom or doing the banking, when they should delegate, and be on the shop floor inspiring and co-ordinating floor performance

HOW IS IT APPLIED IN STORES?

We work with you and your teams to dovetail the 'Retail Excellence' process with your current methods, systems and approaches. Your store teams know where they have to focus, what they have to do daily, weekly, monthly to increase sales & service in their area of responsibility.

Your people become highly skilled in the 'Retail Excellence' process, the methods become the 'way we do things' and of course these are proven practices adopted by top retail performers the world over – the methods simply work.

Sustainable sales increases is the goal, to make the key sales numbers and KPIs move, consistently across the company. This focus on proven methods and support tools means it soon becomes easier for your store managers and teams to manage the delivery of results the right way, rather than the wrong way.

WHAT PEOPLE BENEFITS ARE SEEN?

- Your people will be focused on the right areas /behaviours that drive sales but maintain operational & customer journey standards
- Your people are guided by a system that encourages better execution of sales & service standards
- Your people become highly skilled in working with a system that ensures visibility of sales progress, Key Performance Indicators (KPIs) – added accountability on what it's all about...sales numbers
- Your people are able to create, manage and maintain a high performing environment – they know what levers to pull to improve sales numbers and KPIs
- Your people become great at managing, motivating and developing their teams to achieve improved store experience and sales results

WHAT COMPANY BENEFITS ARE SEEN?

- Typically our clients realise a 10% minimum uplift in sales without compromising margin
- Sales and operational standards are improved
- A 'real life' game of improving commercial results engages the organisation – underperformers improve as do your top performers – it's the challenge they relish
- A system, a model of retail performance is created which can be rolled out company wide and used to inform/guide other people interventions such as induction, assessment, coaching, talent and leadership development.



OUR PROGRAMME REDUCES THE SALES PERFORMANCE GAP BETWEEN YOUR BOTTOM AND TOP PERFORMING STORES. YOU'LL LEAVE FEWER SALES ON THE TABLE – YOU WIN COMMERCIALY

The Retail Excellence Principles Become The Foundation of Manager Skills & Behaviours. If Demonstrated Consistently, The Approach Drive Sales & Service Standards In Your Stores

Stage 1 – Clarity on Role & Targets

The Role of the Professional Retail Manager

Communicating Daily, Weekly, Monthly Targets



Stage 2 – Delivery of KPIs

Analysis of Scorecard & Management Reports

Managing Delivery of Store Key Performance Indicators



Stage 3 – Create a Success Environment

Sales & Service Environment

Statistical Performance Coaching



Stage 4 – Sustain Performance

Performance Game Plan

Critical Care & Retail Floor Contests

Is about clearly understanding the **role requirements** of the Professional Store Manager. The job responsibilities, the key deliverables and expectations that accompany this key management position within your organisation. It is also about **communicating** clear, specific and achievable **targets** for your teams and individuals which support the delivery of area and store Key Performance Indicators (KPIs).

Is about having access to relevant and specific **scorecard & management reports** showing performance data linked to targets and using this data effectively to make visible to the team individual success, progress and underperformance. It is also about taking corrective **management action** to ensure **KPIs are delivered** in line with store targets.

Is about gaining team and individual compliance to **sales and service standards** which provide the benchmark and structure for all store staff to deliver exceptional sales and customer service levels. It is also about effectively **coaching teams and individuals** to develop their sales numbers, on the job behaviours and compliance to operational & VM standards.

Is about having in place a specifically tailored store **Game Plan** which keeps you and your team focused on the 'live' initiatives being implemented to build KPI performance by individual and overall team. It is also about having in place a structured and effective **Critical Care** approach to bringing underperforming staff up to standard in the areas of sales, service or operations.

HOW CAN YOU USE OUR MODEL OF 'RETAIL EXCELLENCE'?

Retail operational teams partner with us to access our retail expertise for specific commercial objectives such as a drive for increased sales, improved in-store experience and customer journey.

Retail HR/Training teams partner with us on people development initiatives such as retail leadership, area/store manager development, assessment and induction interventions.

OUR PROGRAMMES MAKE YOUR PEOPLE THE BEST THEY CAN BE. WE'VE DONE IT FOR OTHERS



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We partner with organisations including many of the largest and most successful organisations in the world, as well as to the public sector and SMEs. We develop long-term relationships with the organisations with which we work, delivering a broad range of human capital consultancy projects and services throughout the full employment life cycle.

A quality accredited HR / Learning & development solutions provider operating across all sectors for over 30 years

Our mission is – helping employees:

Perform better in their current role (principally: assessment for development, coaching, blended learning solutions)

Fit better within their organisation (principally: assessment for redeployment, staff engagement / EVP consultancy, surveys and focus groups)

Transition successfully into a new role (principally: career transition support for onboarding, re-deployment, outplacement and retirement)

We work across the UK and internationally. Organisations work with us because of our blended offering, our established international network, our client relationship flexibility and our uncompromising outcomes-focused approach to everything we do.