



# 3-DAY INTENSIVE WORKSHOP FOR RETAIL DISTRICT MANAGERS

The program every territory manager needs to attend



*"Everyone should have  
this training before they  
even get a territory"*  
Canada Post

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*"Absolutely incredible! I  
feel so much more  
prepared to manage my  
territory."*  
Rogers

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*"It makes you rethink  
what and how you're  
doing things ...  
Fantastic!"*  
Urban Barn

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*"Excellent, dynamic  
presenters ... kept me  
engaged the entire  
time."*  
The Body Shop

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**TORONTO**

April 10, 11 & 12

Limited enrollment

Sign up today!  
905.842.1275

# IT'S ABOUT GETTING BETTER RESULTS

**OVER 2000  
TERRITORY  
MANAGERS**

We've been working with retailers since 1988. In that time we've come to learn that your District Managers play the most influential role in determining your stores' successes. They can make or break your results.

We've helped trained thousands, giving them the skills and tools they need to succeed.

*Isn't it time you gave your DMs the training they need?*



Your District Managers have direct influence on employee productivity and morale, the customer experience and your results. These territory leaders have a lot riding on their shoulders.

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*“We tend to promote a strong Store Manager into the role of a DM. But there’s little to no correlation between being able to run one store and being able to run a territory of 10 or more stores! In the absence of proper training, how are DMs supposed to know what to do?”*

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## WHAT YOU GET

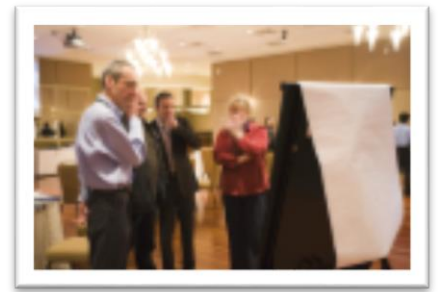
- 3 intensive days of training exclusively designed for retail District Managers
- Essential tools and systems to bring back and implement in the territory
- The chance to network with DMs from the best retailers, and learn how they tackle their biggest challenges
- Dozens of strategies and skills that are proven to work to drive results
- The chance to learn from Kevin Graff and Linda Montalbano, the two best retail trainers with a proven record

## HOW YOU BENEFIT

- Talent development in your stores will greatly improve
- Increased productivity and retention rates of key staff
- Enhanced customer satisfaction and loyalty through better store experiences
- Build brand strength through consistent execution of plans
- Boost your bottom line

Your DMs need to be equipped to get the best results possible out of everyone in their stores. Graff Retail can help.

# AGENDA



## DAY 1

9:00AM

### UNLOCKING THE POTENTIAL

- Making, and proving, the case that sales are being lost each and every day in the stores ... and taking the first steps to create practical ideas to earn back those sales
- Discovering what every other DM in the room is most challenged by, and what they are doing to overcome the challenges you're facing

10:45AM

### PRIORITY MANAGEMENT

- You are supposed to complete 101 tasks every day, but you know you can only get half of them done ... so, which ones should you tackle? And how? We'll resolve what every DM needs to put first.
- Discover why the most successful DMs are masters of priority management and how they do it ... they are the ones who seem to always get everything done and shine
- We'll give you a practical, step-by-step plan for getting more done, in no more time, and still have a life

1:00PM

### RECRUITING (and Keeping) THE STARS

- Making the case that Talent Development is Job #1 for every DM
- Creating a realistic plan to reduce Staff Turnover
- Learn what the best retailers are doing to develop their own talent internally
- Take away the approach to recruiting that will never leave the candidate file empty again

2:45PM

### GETTING COMPLIANCE ON STANDARDS

- If you can't get compliance on your standards, you'll never succeed as a DM
- Learn the 5 keys to ensuring your standards are always complied with in your stores
- Discover the one thing that almost always causes non-compliance
- Learn what the other top retailers are doing today to ensure compliance and run better stores

## DAY 2

9:00AM

### MANAGING A MULTI-GENERATIONAL WORKFORCE

- For the first time ever, we have 4 generations working side-by-side, and it's causing some turbulence
- Gen Yers, in particular, are forcing every retailer to relook at how they hire and manage staff performance
- Discover what makes this new generation tick, and what totally turns them off
- Begin to understand how you need to manage teams that comprise multiple generations
- Most importantly, learn strategies to attract, keep and inspire the talent you need

10:45AM

### CONFLICT MANAGEMENT STRATEGIES

- Conflict is an inevitable part of retail ... having the right strategy is essential to deal with them effectively
- Learn the 7 Guidelines you must follow for having every performance coaching discussion
- Discover how to apply Personality Profiling in conflict situations in order to ensure you can communicate effectively
- Walk away feeling more confident in your ability to deal with challenging issues right away

# AGENDA



## DAY 2 (continued)

1:00PM

### PERFORMANCE COACHING

- Learn how to deal with poor performance and unacceptable behaviours
- F.A.I.R. Feedback, the single most powerful model shared, will be mastered in both on-the-fly coaching situations, as well in longer performance coaching scenarios
- A highly interactive module that will see everyone master performance coaching, and begin to be able to resolve issues in their territories more effectively, professionally and successfully.

2:45PM

### EXECUTING PLANS

- Welcome to the 'plague' for most retailers ... actually executing all of those brilliant plans that come out every month
- Learn the 9 key things you need to put in place to succeed at executing your plans flawlessly
- Identify the most common pitfalls of plans failing ... and discover that as the DM you play the central role in eliminating them!

## DAY 3

9:00AM

### PERSONAL BRANDING

- How does your staff see you? Are you projecting the 'brand' image you both want and need to portray in order to be heard and respected?
- Discover how to create your personal brand that inspires teams and drives staff performance
- Learn how you can clearly and directly get your points across, every time!

10:45AM

### STORE VISITS

- The store visit is the DMs most powerful tool to impact and drive performance ... how that visit goes determines the staff and customer experience and what results the store will achieve
- We'll introduce the best practices for store visits, a Strategic Territory Management plan, and a powerful approach to conducting Business Reviews

1:00 to 4:30PM

### THE INTENSIVE CASE STUDY

- Participants will be placed in small groups, and challenged to work their a challenging, detailed and realistic case study detailing a 'fictional' retail territory
- Groups are required to assess the information provided and create solutions for how they would solve all the the issues facing the stores
- The case study culminates with each team presenting their action plans to the group and having to defend their plans as the group challenges them
- The case study is designed to have the participants apply all of the skills they have learned in the workshop

**BONUS! RETAIL MATH** will be taught at various points during the program to educate the participants on the key fundamentals of running a retail business.

## A Few More Things That Make This Workshop Outstanding

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### Ridiculously Interactive

We know that no one wants to just sit there and listen. So, our workshops are designed to keep everyone talking, thinking, challenging and moving. Group work, individual assignments, rotational activities, role plays and more keep everyone wide awake and learning.

### The Best Trainers

OK, that might sound a little egotistical, but that's what our participants always say! Kevin Graff and Linda Montalbano, the leaders of Graff Retail, run this workshop. High energy, no nonsense advice and always fun.

### Did we mention our 'No Sandwich' Policy?

We're all a little tired of sandwiches at events, so we treat the participants to great food every day ... without a sandwich in sight!

### Action Plans

No one gets to come and just sit on their hands and do nothing after the program. Everyone completes an Action Plan that details what they'll do, and when. We get a copy, and send it to you and them after the program to ensure action happens!

# Let's Go

It's time to give your DMs the training they deserve



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Regular Rate : \$1495/person

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**EXTREME EARLY BIRD OFFER! SAVE \$300**

ONLY \$1195/seat

(Register by December 15, 2017)

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**EARLY BIRD OFFER! SAVE \$200**

ONLY \$1295/seat (Register by January 31, 2018)

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**RCC Member Rate SAVE \$150**

Your price only \$1345/seat

\*Offer not valid in conjunction with any other discount.

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**Group Rate** (Registering 5 or more people) **SAVE \$100**

Your price only \$1395 /seat

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**Where:** Alt Hotel Toronto Airport, 6080 Viscount Road, Mississauga

**When:** April 10, 11 and 12, 2018

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**TO REGISTER**

call : 1-905-842-1275

email: [solutions@graffretail.com](mailto:solutions@graffretail.com)

**[Or, click here to register online today!](#)**

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