

**Graff Retail Presents:**

**Register by  
February 29th  
and save \$250!**

NEW! Retail Math

Executing Plans

Recruiting

Improved Compliance on Standards

Managing  
Gen Y

Personal Branding

Priority Management

Performance Coaching

Effective Store Visits

*And much, much, more!*

**TORONTO**  
May 10th to 12th, 2016

# 3-Day Intensive Training Workshop for RETAIL DISTRICT MANAGERS



**GRAFFRETAIL**

driving retail performance

# Get LEARNING

*"Thank you again for putting on the seminar. It was priceless. I can not count the number of times I have used the tools we learned in the seminar."*



*"Many thanks for assembling and executing this awesomely inspiring, energizing and motivational workshop!!"*

*"This program was by far the best I have taken in over 15 years in retail. Well done!"*

*"Practical, unbelievably informative and incredibly motivating. I can't wait to get back to my stores."*

*"I loved the opportunity to network and learn from other Managers. This was an unforgettable and worthwhile 2 days!"*



## First Things, First!

- Let's be clear about what the top priorities are for every DM
- Are you being successful in your role? We'll examine how you can and should evaluate your success every month, each week and every day!
- Are you a 'task master', or are you actually driving the business?
- Discover what every other DM in the room is challenged by in their territories, and the solutions they've found to overcome them

## Recruiting the Stars

- Finding talent is the DM's job ... not HR's!
- Creating a realistic, objective-based plan for each store, and for your region as a whole
- Learn the single most important thing you need to do starting today to ensure you always have a pipeline of talented candidates
- Walk away with a Bench Strength Analysis, Recruiting Forecaster and Candidate List

## Executing The Plan

- 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!
- Never again be caught with just good intentions, and only a half-implemented plan in your territory

## 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

## Managing A Multi-Generational Workforce

- For the first time ever, we have 4 generations working side by side in the workforce ... and it's causing a lot of challenges!
- Learn what makes each generation tick and in so doing uncover the keys to getting the best out of everyone
- As a special focus, Gen Yers are forcing every retailer to relook at how they hire and manage staff performance
- Discover what makes this new generation glow, and what totally turns them off!
- Begin to understand how you need to manage teams that comprise multiple generations

# Get LEARNING



## Personal Branding

- How do 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!
- This is always a **highlight** of the program for every DM

## Performance Coaching

- You need to get the best performance out of every member of your team ... Performance Coaching shows you how!
- Learn how to have those difficult conversations with your staff when performance is below expectations
- Discover how delivering F.A.I.R. Feedback works to improve performance, and reduce your stress
- The 7 Guidelines you must follow for having every performance coaching discussion
- **BONUS:** You'll receive our Troubleshooting Guide, a comprehensive guide to handling the most common staff problems

## 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?
- Discover why the most successful DMs are masters of priority management ... 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

## Retail Math!

- Yes, today's District Managers need to understand the business of the business
- In this eye opening (and for some, stressful) module we'll look at key retail ratios, indicators, metrics and more
- For the DM who wants to get ahead, and build their business, you'll love this section!

## PLUS... Return From Purgatory: Your Case Study!

Get ready to put everything you've learned into practice. You'll be assigned to a case study group to assess and fix the performance of your 'devilish' territory. There's no better way to prove to yourself you can dramatically improve store performance.

**You don't want to miss this!**

## Who Needs to Get GRAFFED?

- District Managers
- Regional Managers
- Directors of Stores
- And... Store Managers who are ready to take the next step in their retail career

## GRAFF GRADS

### Things Engraved

Geox	Sony
Blacks Photo	The Bay
Rogers	La Senza
Canadian Tire	Easyhome
Winners	Talbots
BC Liquor	Reitman's
Tommy Hilfiger	Rexall
London Drugs	Mr. Lube
Danier	WIND
Canada Post	Fido
Wireless Wave	Scotiabank
Ricki's	Golf Town
Purdy's Chocolate	
Northwest Co.	
Shoppers Drug Mart	
Running Room	
Staples	
The Body Shop	

call toll-free:

**1.888.263.1835 or  
1.905-842.1275**

**For more information.**

# Your TRAINERS

## Graff Retail Inc.

For the past 28 years we've been working exclusively with retail chains across North America. We know two things: Retail and How To Drive Retail Results! We've designed this program specifically to address and solve the real life challenges facing retail territory managers. You can learn more about us at [www.graffretail.com](http://www.graffretail.com).



### Kevin Graff

#### President, Graff Retail

Widely regarded as one of North America's best retail trainers and speakers, Kevin is described by those who attend his programs as informed, motivational, knowledgeable and dynamic. With over 20 years of retailing experience, Kevin knows the realities that Store Managers are facing daily and is ready to build solutions with you.

This isn't going to be a 'light and fluffy' program! Kevin will give it to you straight and challenge you every step of the way.



### Linda Montalbano

#### Vice-President, Graff Retail

Straight forward. Entertaining. Real. Linda truly 'gets it'! With over 20 years of store operations experience, Linda speaks from her in-depth understanding of what it takes to drive store performance.

Prior to joining our team, Linda was the Vice President of Store Operations for Danier Leather and has earned a reputation for being perhaps the single best retail leader in the country ... and is now the audience's favourite presenter too!

## Program Materials

You won't be going home empty-handed. You'll leave this workshop with a soundly researched, complete workbook; step-by-step guidelines for using the information you've just learned.

## Canadian Retail Institute / Graff Retail Certificate

Because this is an accredited program, you'll be proud to walk away with a certificate for attending this program from The Canadian Retail Institute and Graff Retail Inc.



This program is recognized and supported by the Retail Council of Canada.

**For further program details and to Register**  
**call : 1-905-842-1275 email: [solutions@graffretail.com](mailto:solutions@graffretail.com)**

**3-Day Seminar**  
**Regular Rate :**  
**\$1495/person**

**Early Bird Rate:**  
**Register by February 29**  
**and SAVE \$250!**  
**ONLY \$1245/person!**

**RCC Member Rate**  
**SAVE \$200**

**Your price only**

**\$1295 / person**

\*Offer not valid in conjunction with any other discount and you must provide RCC member number.

**Group Rate**

**Registering 5 or more people?**  
**SAVE \$100**

**Your price only**

**\$1395 / person**

**Where?**

**Toronto**  
**May 10-12**

**Sheraton Hotel and Conference Centre, Toronto Airport**  
Right on the 'Airport Strip', close to restaurants and nightlife!

We have a limited block of rooms with a special rate ... call us today!

## IMPORTANT INFORMATION

**Registration opens at 8:30 a.m.**  
When you arrive at the venue, check the directory for the exact location of the seminar. Our registrars will greet you and get you everything needed to have a great 3 days!  
We begin at 9:00 a.m. on the dot each day and wrap up at 5:00 p.m.

**Lunch is provided.**

You'll enjoy our 'no-sandwich policy' and great hot lunch features. We treat you like we want you to treat your staff and customers!