

*"AS GOES THE MANAGER,  
SO GOES THE STORE!"*

**THIS IS THE PROGRAM THEY NEED TO DRIVE THE  
RESULTS YOU WANT!**

**LIMITED ENROLLMENT—SIGN UP TODAY!**

905.842.1275 / solutions@graffretail.com

**One-Day**

# **Retail Manager's Boot Camp**



**The skills, ideas, systems and tools needed  
to improve performance.**

**GraffRetail**  
Driving Employee Performance

**TORONTO**

**October**

**18th**

*100% of participants  
would recommend  
this program  
to other  
Retail Managers!*

*Speaker ratings  
over 95%!*



**OVER  
25,000  
MANAGERS  
TRAINED**

We've been working with retailers since 1988. So, we know a thing or two about what it takes to build up the skills and confidence in Retail Managers.

But, your Managers won't learn just from us. They'll be working side by side with dozens of other retail managers, sharing ideas and insights.

***This is the training your Managers need.***

***Relevant.***

***Impactful.***

***Proven.***

## **Give Them The Support, Skills and Tools They Need to Win**

The reality for anyone in a retail management position is that the job is tougher than ever. Finding and keeping staff is more challenging. Staff demand a better work experience. Customers are more demanding.

This all falls on the 'lap' of your Managers.

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*"You can't expect better results from your stores if you're not upskilling your store management teams. Every store needs a leader that knows how to create great experiences for both staff and customers."*

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### **WHAT YOU GET**

**Retail-specific training that's eye-opening and effective ... the training that's been missing all along.**

**An intensive day of 'rubbing shoulders' and sharing ideas with other retail managers from great retailers.**

**Inspiration, skills and strategies delivered by Kevin Graff and Linda Montalbano ... your teams will love them!**

### **HOW YOU BENEFIT**

- You'll walk away with literally dozens of ideas to implement in your store right away
- You'll learn how to retain your staff for a much longer time
- You will, finally, get your store to run the right way ... every day
- You'll deal with poor performance confidently and effectively
- You'll learn from everyone attending ... the synergy is amazing
- You'll become what you've needed to be all along ... a Leader.

# AGENDA



**8:30AM (an early start)**

## **THE BLUEPRINT FOR BETTER PERFORMANCE**

There's no better way to start the day than sharing our proven blueprint for getting performance from everyone on your entire team. You'll discover how you're likely losing 10 to 20% in lost sales every day ... and build dozens of ideas to take back to earn back everyone of those lost sales.

**9:30AM**

## **BECOMING THE INFLUENTIAL LEADER YOUR TEAMS NEED**

The most successful Managers have grown into strong Leaders. They're not just task masters, delegators and managers. They possess the Leadership skills needed in order to have their teams want to follow them. Learning how to be influential as a Leader is what this module is all about.

- Discover how you can become an Authentic Leader that gets consistent results
- Learn how to inspire, influence and achieve results through your Leadership
- Complete the Leadership Assessment to discover your strengths and opportunities

**11:00AM**

## **STRATEGIES TO RETAIN YOUR TEAM**

You'll never be able to get on with building your business if you can't hold onto your staff. Consider this: If you can get your staff to stay 6 months longer, your turnover rate drops by 50%. That's 50% fewer staff you have to find, train and develop. This module will provide you with the proven strategies used by the most successful retailers to retain the talent they need.

**1:00PM**

## **YOUR STORE STANDARDS: LIVING UP TO THEM EVERY DAY**

The frustrating reality for most every retailer is that compliance on standards in their stores is far below what's expected. This results in lost sales, lost margin, higher staff turnover rates, more customer complaints and more stress. It doesn't have to be this way.

- Learn why a score of 10/10 on standards is the only acceptable result
- Discover the simple, but effective approach to getting everyone on your team to live up to your standards

**2:00PM**

## **DEALING WITH PERFORMANCE PROBLEMS**

When performance doesn't meet expectations, or behaviours are outside the acceptable 'lines', it's up to the Manager to resolve these issues immediately and effectively. Late arriving staff, out of uniform, not waiting on customers, poor sales results and more all result in exceedingly high stress levels for retail managers. In this module you'll learn how to confidently and effectively deal with these challenges and more. Performance coaching is an essential skill for every manager ... and you'll walk away from this module know exactly how to tackle every challenge you face.

**3:45**

## **STRATEGIES TO DRIVE YOUR MOST IMPORTANT METRICS**

In this module participants will roll up their sleeves and work together to build out not just ideas on how to improve most every key sales metrics, but also create action plans that will work to drive the results. You'll walk away with a toolkit of ideas to implement in your store.

**PLUS: The 30-DAY Average Sale Challenge!** Everyone will leave with a plan, and a challenge, to increase their Average Sale by at least 10% in the next 30 days. It's possible, and they'll achieve it!

## A Few More Things That You Need To Know

### Who Should Attend

This is only for:

- Retail Managers
- Assistant Managers
- Independent Retail Store Owners

### 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!

### Non-Stop Networking

You'll work continually with every other participant and be amazed and what you can learn from each other!

# IT'S TIME TO INVEST IN YOUR MANAGERS



Regular Rate : \$545/person

**EARLY BIRD OFFER! SAVE \$150**

ONLY \$395/seat (Register by August 31, 2023)

**RCC Member Rate SAVE \$100**

Your price only \$445/seat

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

Where: Sheraton Toronto Airport Conference Centre  
801 Dixon Road, Toronto

Special Hotel rates for conference attendees.

When: October 18, 2023 8:30am to 5:00pm

**TO REGISTER**

call : 1-905-842-1275 | email: [solutions@graffretail.com](mailto:solutions@graffretail.com)

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