
CERTIFICATE OF EXCELLENCE IN RETAIL STORE MANAGEMENT:

A VIRTUAL BOOTCAMP

Welcome to the first of its kind. The comprehensive, and intensive, training every Store Manager needs and deserves. This 7-week virtual program is based years of training literally thousands of Store Managers for retailers across the globe.

YOUR BOOTCAMP AT A GLANCE:

- 7 weeks of intensive learning
 - 1 hour per week of pre-recorded videos and lessons
 - 1-hour LIVE lecture
 - 2 Power Weeks that include 2 LIVE lectures
- 7 peer coaching sessions
 - A comprehensive resource toolkit
 - 7 weekly 'assignments' to complete and submit
 - 1 Final project to prove your new abilities

W E E K L Y S C H E D U L E

MONDAY

Watch the pre-recorded lesson, and any 'pre-work' required.

TUESDAY

Attend a LIVE virtual event on the week's topic

WEDNESDAY

Work on your weekly assignment

THURSDAY

Meet with your cohort to share your work and receive feedback

FRIDAY

Apply what you've learned.

The Goal of the Program

To give the Store Managers the skills, information and tools they need to successfully lead their store teams. For most Store Managers, this will be the best training they have ever received. In a fast-changing retail world, it's tougher than ever to be a Store Manager. Customers expect more. Staff demand more. And the bar keep raising with higher expectations for performance.

About Your Program Facilitators

This program is led by two of the best-known retail trainers; Kevin Graff and Linda Montalbano. They have developed and delivered Store Manager specific training for dozens of retail chains. They know what it takes to lead a territory, and how to get Store Managers to the next level of performance.

THE 'GENIUS' BEHIND THE APPROACH

In our classroom program, you come, you learn and leave. It's a pretty amazing event, but what happens after the workshop is for the most part, unknown. Our Mini-MBA follows this comprehensive approach:

First: Flip it! The first thing done for every module is for the participants to learn some of the key content through watching videos, reviewing papers and more. They build a base of understanding even before the Live virtual event they'll attend.

Second: Clarify and Expand! Next participants attend a live virtual event where the content is both clarified and expanded. They have a chance to ask questions to ensure they fully understand the module.

Third: Apply it! Now comes the real learning. Each week participants are given tasks to complete in their territories that require them to actually apply what they've learned!

Fourth: Review and Feedback! Finally, participants will meet with their cohort of 10 other STORE MANAGERS to report back on what they've done, and at the same time, learn from everyone else in their group.

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

This is the training your Store Managers need.

Relevant.

Impactful.

Proven.

**Only 100 spots available.
Apply today.**

7 - WEEK CURRICULUM

Week 1 (March 19): POWER WEEK (2 Live Sessions)

1st: Introductions and Goal Setting

You'll meet your personal cohort of 10 participants from within the larger community, and set your personal goals for the program

2nd: The Blueprint for Success

Learn the fundamental 5-step blueprint you need to leverage to get results from every store, and every team member

Week 2 (March 25): Hiring, and Keeping, The Best Talent

You can't build store success without the right teams. Discover how to find the right talent you need, and then keep it in place.

Week 3 (April 1): Building a Motivated and Engaged Team

Create proven strategies to improve the morale and engagement level of your teams, and in the process elevate total performance.

Week 4 (April 8): Driving Your Metrics

We all have them. Key metrics like conversion rate, average sale and more. Learn how to create and implement the right action plans that will drive your results higher.

Optional LIVE session: The Business of Your Business

This optional session is available for anyone that needs to better understand the 'math' that makes retail work. Margin, Inventory Turnover, Cash Flow and more.

Week 5 (April 15): Achieving Compliance on Your Standards

There's one way to run your stores: the right way! Learn how to have your standards followed every single day.

Week 6 (April 22): Dealing with Performance

Learn how to deal professionally and effectively with behaviours and results that aren't up to par and get back to success.

Week 7 (April 29): Final Assignment

You'll be tasked to complete your Final Assignment ... a detailed Action Plan to drive better results from your teams, on every level

7 - WEEK CURRICULUM ...(CONTINUED)

Graduation

We'll come back together to celebrate your accomplishments and provide you with your certificate.

JUST A FEW MORE THINGS THAT MAKE THIS WORKSHOP OUTSTANDING

Guaranteed Learning

No one gets to just sit there and listen. The program is designed to have the participants apply what they've learned each week in their stores. Effective learning through putting new skills, tools and systems in place right away.

Accountability for Action

Each week participants meet with a peer group and have to share what they've implemented and learned. This not only drives accountability, it proves to them that they know what their doing.

Peer Learning

Participants will be assigned to a peer group from within the program, and will meet virtually with them once a week to share learnings, outcomes and challenges. This peer learning component elevates the thinking and experience for all participants.

Their Own Learning Portal

Each participant gets their own learning portal, where they will find all the content they need, and upload their assignments.

Program costs:

\$695

Early Adopter \$595

TO REGISTER

call : 1-905-842-1275 | email: solutions@graffretail.com

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