Free training for independent retailers starting Monday, November 19th 2018

Funded by MID SUSSEX DISTRICT COUNCIL

- Need some practical down to earth training that will help you increase profits and compete more effectively with the chains?
- Want some tailored advice on boosting sales that is free to implement?

Make the most of Christmas trading and ensure New Year profitability by joining the Mid Sussex retail training programme:

- Especially designed for independent retailers
- Delivered by retail experts
- Funded by Mid Sussex District Council

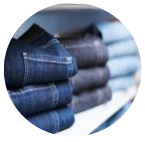
What will I learn?

Honing your retail strategy

Competition analysis, customer analysis, market opportunity analysis, identifying your USPs (Unique Selling Propositions), developing your business plan (range, pricing strategy, service offer, differentiation, location), in-season trading management.

Retail marketing

Pricing strategy, price versus service, "good, better, best", promotion planning and management, in store signage, advertising, social media, online versus store.



Range/Assortment Planning

The 4 critical factors – clarity, consistency, superiority, differentiation, range width and depth, identifying specific products and matching to your customer segments, the notion of endless aisle on your web site.

Presentation

Space planning, hotspots, visual merchandising, windows, signage, website, daily ready for business checklist and housekeeping, online merchandise presentation.

Sales and customer service

Active selling or customer self-selection, hiring the right people, a 7 step sales process, handling complaints, approaches to returns and refunds, dealing with product issues and health and safety for employees and customers.

Inventory management

It's all about availability and your cash. What's the most powerful word in retail? How much inventory do you need? Inventory key performance indicators. Open to Buy management. Use of technology and what to focus on.

Is it for me?

The programme is designed for the owners and managers of independent retailers trading in the Mid Sussex District Council area who sell merchandise to consumers. The training is free and is funded by Mid Sussex District Council.

When does it start?

The first session is being held on Monday 19th November from 9am to 12 noon. At that event we will get a consensus from you on the best days of the week, times and dates for future events. They will all be held before the end of February 2019 and will obviously not include peak Christmas trading periods. Coaching sessions will be completed by March 2019.

Do I need to attend all the sessions

No, you can just come to the ones that will help you most. We suggest you come to the first one as you will be able to provide input on the topics you would like covered in future sessions. The programme shown is subject to change, based on your feedback and suggestions.

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Will it make a difference to my sales and profitability?

Yes. You should see it in a combination of sales increases, stock productivity gains and lower markdowns. Everything we cover will include suggested action items for you. Everyone is encouraged to bring photos and challenges to discuss, so that you get direct input on how to up your game. We will help you identify quick wins as a key part of the programme.

What does the coaching involve?

Attendance at the workshops will allow you to become eligible for a free coaching session and mentoring session with a Martec consultant in your own store. In effect it is free consulting that is tailored to your needs and business. We can cover your key concerns and make our own recommendations on potential improvements. Up to 20 coaching sessions will be available on a first come first served basis.

Who is doing the training?

Martec International is an independent retail training and consulting company staffed by former retailers with many years' experience in mainstream retail. We are known for our practical, yet inspirational training that really transforms businesses and improves their profitability.

Where will the training be held?

We plan to use a variety of locations in the Mid Sussex area so no-one will be at a geographical disadvantage. The first session will be held in the Haywards Heath Town Council office, 40 Boltro Road, Haywards Heath.

How do I book?

Just call Fran Riseley at Martec on 01823 333469, or email fran.riseley@martec-internattional.com. You can register your interest online at www.martec-international.com. Fran will also be able to answer any other questions you have.

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Hurry, spaces are limited, first come first served

Call: 01823 333469

Fran.riseley@martec-international.com

Register online at www.martec-international.com