



# Join the Dots

Recruiting & developing **extraordinary** people

## Retail **Eyes** **IMPACT** for **R**esults

### Objectives

To offer a fresh retail approach to marketing & merchandising – reflecting high street offers.

### What is it about and what will it do?

Developing knowledge & understanding to keep pace with change and to use existing business tools to improve retail & customer standards – driving sales.

### Who is it for?

Operations managers and managers who have this responsibility within their business.

### Outline content

- “Fresh eyes” look at locations – real life examples from the customer’s point of view
- How it looks – defining retail and what does our current retail offer look like?
- Selling your product – including site demographics, customer flow, out of stock impact, how customers shop, buying behaviour influences and learning from the high street.
- Product placement – monitoring and measuring, optimising space and
- cash contribution.
- Making it happen – engaging on-site teams to support the drive for
- cash sales.
- Putting it into practice – applying “retail eyes” at site locations,
- engaging contract managers and front line team members.
- Review customer experience standards.
- Ability to “trouble shoot” and produce action plans to drive standards.
- Developing commercial understanding – utilising existing information to improve site performance.



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