

Achieving Excellence in Retail

Equipping Retail Managers

Craft an engaging Customer experience through emotionally intelligent Teams

"People don't buy for logical reasons. They buy for emotional reasons" Zig Ziglar

About the Program

An intensely practical workshop designed to accelerate the performance of *Retail Industry* professionals. In this high competition industry – the store ambience, operational efficiency, availability of merchandize, and the customer loyalty programs do not guarantee success but are essentials for surviving. This program focuses on the differentiators that support thriving.

Based on groundbreaking psychological research with some of the world's most successful young business leaders, this workshop identifies the ten dynamic emotional skills that distinguish outstanding leaders from the average. In an industry where role played by technical education is very limited, the enabling competence for success comes from the *Emotional Intelligence*. The workshop shows you how to enhance EQ and use it to achieve extraordinary results.

The other fulcrum used for this program is the Neuro Linguistic Programming (NLP) providing the power of magical relationships with key stakeholders viz. Customers and the team members serving the customers. These programs help one build/ sharpen the influencing and relationship building skills.

Learning Objectives

Participants will:

- Discover what emotional intelligence is and why it matters in retail industry
- Learn how to inculcate behaviors (self & team) that maximize the performance pay-off
- Develop effective influencing skills leading to engaged customers and committed team
- Understand the key strategies for building and maintaining energy levels at work and reducing stress
- Understand & celebrate differences in people and adapt with ease to influence both the *Customers* and the *Team* – transform from being an aggressive seller/ manager to becoming a trusted adviser

Methodology & Duration

Four sessions of about half a day (5 hours), each interspersed with practicum providing participants an opportunity to practice and relate their learning through applications in the live retail environment. This approach optimizes the learning, aids retention, and increases the chances of imbibing the dispositional & behavioral changes. A highly interactive & deeply experiential play wherein the theory & concepts are dovetailed with the real-time cases role-plays etc.

Recommended spread – Ten days (e.g. Mon & Thursday; i.e. three days for practicum)

ADD-ONS

- Optional ECR (Emotional Capitalist Report) 360 Assessment - Participants will have an opportunity to benchmark their EQ competencies & to get a holistic feedback
- Optional Coaching for 1-2 sessions

When ECR 360 feedback and/ or Coaching is sought, the spread can be 3-4 weeks

Who should attend

Retail Industry professionals such as Stores Managers, Merchandizing in-charges, Customer Service, Loyalty program champions etc.

About Us

Potentia aims to bring out the best in people & organizations we work for. Our offerings include OD Consulting, Leadership Development, Inner Transformation & Motivation, Capability Building and Strategic HR. Potentia collective brings together an experience of over 300 person-years. For more details visit www.potentia.in.

Client Echo

"Truly a master class. Eye opening, Re-enforcing, practical. A must for change manager, critical tool to implement clear in lot professional & personal life." Rohit Khosla Director (Ops) Taj group Hotels Sri Lanka & Maldives

This has been a very enabling session. I look forward to re-organizing myself – Anurabh Majumdar - Broadridge

It was a wonderful experience of self learning and learning about others. It would definitely help in making things better. – Chandrakant Agarwal – Associate VP – Quality - Broadridge

"Out of various programs that I have attended this program stands out..... It is very insightful and gave me an opportunity for realistic reflection. I would really recommend this program for leadership development." – Ajit Dias – GM Corporate L&D - The Indian Hotels Co. Ltd. (Taj Hotels)

My first exposure to "EI" As an MD of a growing private company a leader, I have clearer idea on how to use a new criteria i.e "EI" factors to have a better understanding/evaluation of my team from managers level to even the lower level & employees"- Kishore Surtani – MD- PEEBEE Group Srilanka