

# Transforming Retail Humans

## Educating Retail Human Capital

We believe to truly transform the retail human, you must lead with education. It's at the core of what we've done since 1989, and fortunately today it has never been easier for retail organizations in any vertical, of any size, in any location, to create and distribute educational content to each member of their organization. Whether that is sales training, organizational behavior curriculum, customer service standards, or product knowledge, the responsibility exists to empower these team members with valuable information.

### Front-Line Sales & Management

What level of career education is being received by your teams that are closest to the customer on the front-line? Are they confident in their organization's expectation around customer service, sales process, and product knowledge? At Progress Retail, we recognize that there is no "one size fits all" solution to address these areas of education. However, through [C.A.R.E. Customers Are Really Everything®](#), Progress Retail's renowned, empathy-based, front-line selling system, a minimum standard is created in the areas of customer service, sales process, and front-line retail sales management. [C.A.R.E.™](#) is fully adapted to the following retail verticals:

- Apparel & Fashion
- Jewelry
- Luxury
- Home Goods
- Beauty & Cosmetics
- Footwear
- Quick-Service Retail



[C.A.R.E. Customers Are Really Everything®](#) has had over 25 years of durability as a retail front-line selling system. In the early 1990s, before empathy was the buzzword it is today, the foundation of [C.A.R.E.™](#) was all about empathy. If we are armed with the communication skills and empathic perspective of our customers, we will relate to them in a more meaningful way, increase sales, and increase market-share.



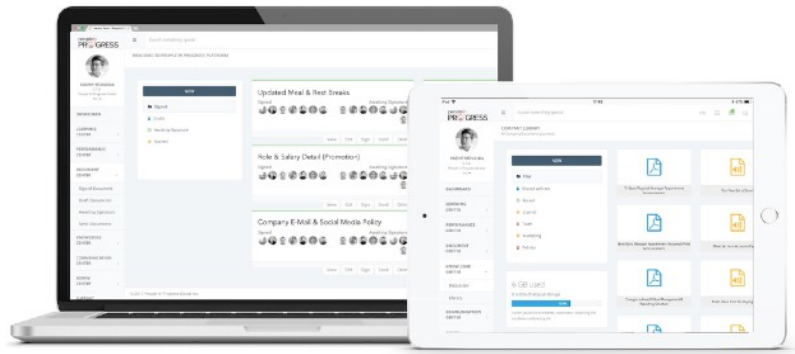
In early 2017, C.A.R.E.™ underwent a transformation of its own, being fully adapted for each retail vertical, and developed into two programs: C.A.R.E.™ Customer, & C.A.R.E.™ Coach. This completes the front-line learning cycle, as C.A.R.E.™ Customer reaches every member of the retail front-line, delivering the “Why” & “What” components. Subsequently, C.A.R.E.™ Coach delivers to the retail front-line manager “HOW” to execute the standards of the C.A.R.E.™ system, creating true business owners accountable to results each day. It also delivers the special “WHAT IF” element by inviting the manager to consider these principles towards a future role as a multi-site manager.

For more information on C.A.R.E. Customers Are Really Everything®, visit: [www.progressretail.com/educate](http://www.progressretail.com/educate)



## Multi-Site Retail Management

The role of the retail multi-site manager is evolving quickly. The days of the food court-based district, regional, or area manager will be coming to a close. The pressure on physical retail will compound as customer’s expectations continue to accelerate with the capability of hand-operated technology. S.M.A.R.T. Superior Management of a Resourceful Team®, has been re-engineered with this in mind. S.M.A.R.T.™ significantly builds upon the minimum standard of behavior mandated by C.A.R.E. Customers Are Really Everything®, and provides clarity around what is actually required to successfully execute at a multi-site level. Running the highest volume store, or being the top manager by personal sales volume, are not prerequisites of successful retail multi-site managers. Identifying these leaders is simple; they lack a strategy for revenue and business improvement, and tactically visit stores to either jump-



start revenue, or out of a need to maintain compliance. This professional version of whack-a-mole leaves front-line management dazed and confused, more likely to become disengaged, and diminishes a growth culture. S.M.A.R.T.™ is comprised of nearly four hours of video content, 11 PDF Support Documents, and over 30 quizzes spaced throughout the 12-Section program. Topics include:

- Looking at Your Store as a Region
- Resilience-Building Delegation
- Give Your Team “The Why”
- Making Yourself Redundant
- A Target is a Target
- Building Your Tribe
- Non-Performing Peers
- Regional Profit & Loss
- False Inflation of a Region

For more information on S.M.A.R.T. Superior Management of a Resourceful Team®, please visit: [www.progressretail.com/educate](http://www.progressretail.com/educate)

## Retail Support Center

No matter how wide the gap, the truth is, a gap exists in between the front-line retail operation, and its support center. Often times the multi-site manager finds themselves in the difficult position of getting caught in the middle. Naturally, as with C.A.R.E. Customers Are Really Everything®, an empathic-based perspective is needed to properly serve in a retail support center. H.E.L.P. Having Empowered Liaisons of Productivity®, aims to narrow the aforementioned gap by creating universal minimum standards across every function

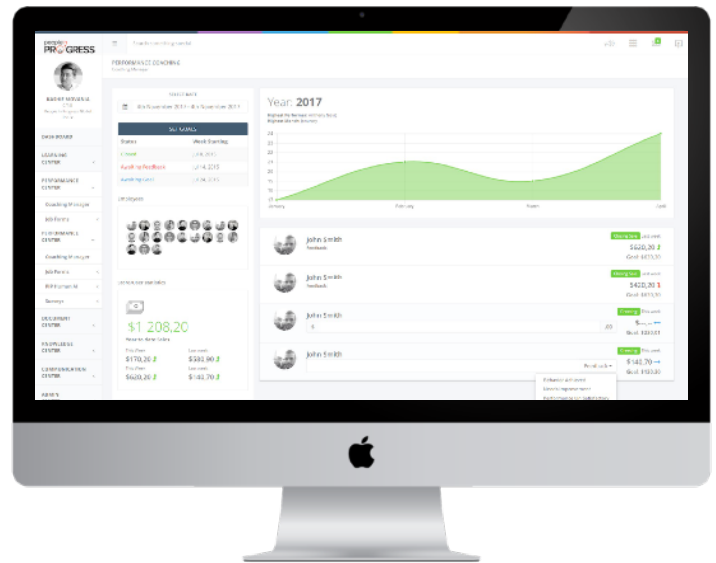
of a support center, with aligned concentration to the retail front-line. H.E.L.P.™ is comprised of nearly four hours of video content, twelve PDF support documents, and over 25 quizzes spaced throughout the 11-Section program. Topics include:

- The Customer of a Retail Support Center
- The Hidden Chasm Between HO & Stores
- Circles Versus Silos
- Five Whys & S.O.L.V.E. Process
- Thoughtful Communication that Works
- Increasing Resilience through Feedback
- Building a Powerful Brand
- Individual Learning Styles
- Individual Temperament & Sensory Profile
- 4-MAT Model
- Future Proofing Your Function
- Department Budgets & Finance

For more information on [H.E.L.P. Having Empowered Liaisons of Productivity®](http://www.progressretail.com/educate), please visit:  
[www.progressretail.com/educate](http://www.progressretail.com/educate)

## Retail Executive Level

No industry has gone through the crucible of change in the last decade more than retail. The requirements for the retail executive level in a post-e-commerce, mobile-first world have increased, and have encompassed every member of the organization's C-Suite. In a short number of years, customers have gained multiple channels enabling them to engage with your brand. This has created the omnichannel stir, and that requires omnichannel retail executives. [E.X.E.C. Emulate eXcellence in Executive Communication®](http://www.progressretail.com/educate), is a tailored course completing the education journey from the front-line to the C-Suite. The organization's framework and its fabric must be thoughtfully designed and maintained by these individuals. The leadership team must be closely aligned in strategy, as any inch of separation will be magnified in miles through execution



in the front-line ranks, whether in-store or support center. This requires true, authentic retail leadership that values the long-term game, over short-term wins. These concepts have run foul in much of modern retail, as the quest for the next silver bullet has left every tier of the organization confused, exhausted, and in utter disarray. The new retail sea change is now arriving, and with it a new generation of organizational leaders, business models, and partnerships. E.X.E.C.™ is comprised of nearly four hours of video content, twelve PDF support documents, and over 25 quizzes spaced throughout the 11-Section program. Topics include:

- Changing Face of Retail Leadership
- The Business Tree
- Crossroads Communication
- Leadership Style
- Continuing Professional Education
- Who's Your Lieutenant?
- Setting Up Tours of Duty
- What are we Meeting About?
- Advanced Temperament & Learning Styles
- Future Proofing Your Function
- Maintaining a Healthy Lifestyle

For more information on [H.E.L.P. Having Empowered Liaisons of Productivity®](http://www.progressretail.com/educate), please visit:  
[www.progressretail.com/educate](http://www.progressretail.com/educate)