

Transforming Retail Humans

Retail Multi-Site Manager Education

There is a role within the retail operations function that is undergoing a massive evolution before our very eyes: the multi-site retail manager. As new channels have emerged for customers to shop and interact with brands, the intelligence level and skill-base of any retail business has been forced to respond accordingly. These changes are now swiftly making their way towards the store, but stopping first at the desk- or more commonly the vehicle- of the multi-site manager.

Did You C.A.R.E.™?

S.M.A.R.T. Superior Management of a Resourceful Team®, is the succeeding course to the C.A.R.E.™ front-line selling system. Building upon the foundation of empathy, communication skills, and skills-based process in C.A.R.E. Customer, plus the overall management component within C.A.R.E.™ Coach, S.M.A.R.T.™ dives into the rigor and purpose of optimal multi-site management. After all, as a multi-site manager you are the gatekeeper of standards, and the C.A.R.E.™ selling system includes standards and agreements which remove the subjectivity of retail management. It's back to basics.

Towing the Company Line

Multi-site management often finds itself in a very challenging position. They must balance the needs of the front-line teams, which often are at significant odds with the overall organization's needs and strategy. They must operate as a buffer, delivering company information in a format appropriate for their front-line audience, while being positioned on



the receiving end of formidable resistance. Through a variety of storytelling techniques within the course, it becomes clear to the learner that success in the role requires upholding company standards, increasing the capacity to diffuse resistance, and positively communicating change, which ultimately results in better developed store managers that drive the multi-site manager's results.

Building Your Tribe

Any successful multi-site manager will tell you that their people have enabled their success. Having good people does not happen by accident. There are skilled behaviors involved in identifying, attracting, and developing talent that few managers are born with. These are more often professional growth lessons that when unlocked, produce massive gains for that multi-site manager, their reports, and the business overall. How does a multi-site manager budget their time to build their tribe? How do you teach and develop your store managers to identify gaps in talent within their store, and rectify it? And ultimately, what happens to your personal brand within your firm, and potentially your industry, when you've been the seed that grew dozens of careers within that business? If the adage is true, that employees only leave managers and not companies, the inverse proves that employees stay because of good management.

Presentation Ability

This is where the rubber meets the road. As a multi-site manager, you are always being watched. You are always on audition, whether this is delivering a manager's meeting, providing disciplinary feedback, or conducting an interview. Few are naturally gifted with these interpersonal and presentation skills, and they simply require practice. Our **virtual simulation tool** transports the learner into a series of immersive scenarios where their presentation abilities are recorded using the learner's device camera, and stored for review and improvement.

False Inflation of a Region

In retail, you're only as good as your bottom store, and therefore your management team is only as good as your least developed store manager. Too many districts and regions are carried by a handful of stores, and the bottom performers do not get the attention they deserve to lift the productivity of that business unit. This also applies to talent and other operational metrics that require the focus of the multi-site manager to identify, address, and monitor the necessary improvements to deliver on their financial targets, as well as create a consistent customer visit from each store.

Curriculum

S.M.A.R.T.™ is comprised of nearly four hours of video, over a dozen quizzes, virtual recording scenarios, and twelve PDF support documents for use with themselves and their teams. S.M.A.R.T.™



curriculum topics include:

- You've Been Chosen
- How is C.A.R.E.™ Going?
- Looking At Your Store As a Region
- Skill-Building Delegation
- Providing Your People with Purpose
- Making Yourself Redundant
- A Target is a Target
- Building Your Tribe
- Non-Performing Peers
- Regional Profit & Loss
- False Inflation of a Region



Circles Not Silos
**Section 5:
Providing Your People
With Purpose**



Managers Need to Know
**Section 7:
A Target is a Target**



Communicate to Delegate
**Section 4:
Skill-Building Delegation**