RETAIL MANAGEMENT COURSE

Purpose
The Retail Management course is a management course aimed specifically at the small retail environment. The Training Academy’s aim is to help with the social, economical development and growth of staff through education and training of the highest quality in the retail sector, to the mutual advantage of the employers as well as their employees. In 2013 this course is being presented for the sixth time after the excellent feedback that had been received about the previous courses.

The Retail Management course consists of nine different modules which are to be completed over a period of one year. Specific modules can be attended separately, or the course as a whole. Each module takes one month to complete and includes two contact days (sessions), after which each student has a project which he/she must complete on his/her own during the rest of the month. Learners are assessed per successfully completed module and allocated the credits per unit standard completed. Once a learner has completed all nine modules successfully, they will be able to, with a little bit of additional work, submit their whole portfolio for assessment against the National certificate in retail management. The advantages of assessing per module are that learners will get the benefit of attending separate modules and receiving credit for attending each. They do not forfeit credits if they do not attend all nine modules.

Who should attend this course?
The Retail Management course is aimed at branch managers and assistant branch managers, as well as business managers.

Fascilitator
Annie Baptiste
The course is presented by Annie Baptiste, a retail and smallholding development specialist. Annie Baptiste owns a training business specializing in the development and presentation of training material. She is the author of the book “The Five Radical Rules of Marketing” which was published in 2005.

Accreditation

Wholesale & Retail Seta
Modules form part of: Generic Management: Wholesale and Retail Management
NQF Level 5: ID 63334 (59201)
NQF Level 3: Generic Supervision modules

What is the meaning of accreditation to a learner?
When a course is accredited by the Wholesale & Retail Seta, the learner can be assured that the course content and presentation adequately agree with the quality requirements of the South African Qualifications Authority (SAQA). Furthermore, that the amount of credits that are awarded corresponds with the unit standards and contributes to the total credits that are being required to achieve the required qualification.

What is the meaning of accreditation to the employer?
If a course is accredited by the Wholesale & Retail Seta, there can be a financial advantage for the employer. All employers who pay yearly salaries of more than R500 000 must also pay a proficiency development levy of 1% of the salaries to SARS. A part of the fee is then paid to SETAs (Services Sector Education and Training Authority). If an employer submits the necessary proficiency plan and yearly training report as required, up to 50% of the fees that was paid to SARS can be claimed back.
Course Content
The course covers the following key topics:

Module 1
Introduction to customer service & selling

U/S 258806: Build customer relations in a W&R unit
U/S 243806: Deal with customers in a retail business
U/S 258155: Explain the factors that impact on the bottom line of a W&R unit

Duration: Two days

How to improve your shopping experience in a retail shop?

The Introduction to client service and sales course addresses small retail themes with feasible and practical results. The content of the module is as follows:

Section 1: External customer relationships
Content
- Make a positive first impression – body language
- Preferred contact patterns
- How to quickly develop a relationship of trust with a customer
- To understand the dynamics of selling
- To be able to open and close a sale
- To increase your own average sale per customer
- Be able to convert more “browsers” into customers
- Saying goodbye to a customer

Section 2: Innovative retailing – Standing out from the crowd
Content
- Understand the difference between commodity and lifestyle retailing
- Be able to create an experience in your store
- Be able to become an innovator
- Understand the concept of high tech/high touch
- Be able to implement the idea

Module 2
Merchandising, store lay-out and presentation

U/S 258217: Evaluate a visually merchandised display
U/S 258221: Explain the role of visual merchandising in the organization
U/S 258215: Present a visual display in a wholesale or retail outlet

Duration: One day

This is a practical merchandising training course for all levels of staff, especially those who work with clients.

Content
- Store design and lay-out
- The basic merchandising principles
- Types of merchandise displays
- Merchandising signage
- Understand and develop a simple merchandise and display concept for your store
- Be able to understand why customers go where they do in your store
Workshop sections

- Section 1: Setting the stage
- Section 2: Placing the products
- Section 3: Building the theatre
- Section 4: Creating the “WOW” Factor

Module 3
Marketing & selling

Duration: Two days

How to do effective marketing by making use of the five radical rules of marketing?

Section 1: Marketing strategy

Content
- Conduct effective local marketing – using the five radical rules of marketing
- Devising a local marketing strategy
- AIDA process
- Preparing a shoestring marketing budget
- Using the strategy to develop campaigns for example:
  - Cold calling/canvassing
  - Recruit customers
  - Visibility
  - Adding value
  - Brag days
- Competitions
- Implementing the campaigns successfully

Section 2: Selling

Content
- Increasing sales through PERSONALITY!
- Attributes of a sales person – test yourself
- Seven steps of selling
- Identifying the types of customers and dealing with the different types
- Modifying the theory to suit your needs
- Role plays using the sales process as well as the different types of customers

Module 4
Advanced customer service

Duration: One day

This customer service module focuses on senior staff and management to enable them to create a customer friendly environment, and how to measure client satisfaction.

Content
- Turn customers into lifetime customers
- Improve current customer service
- Conducting customer loyalty programmes and surveys
- Ensuring you have a customer friendly team
- Handling and solving complaints

Module 5
Retail finance & budgeting

U/S 255497: Manage stock holding procedures in a wholesale and retail outlet
U/S 255499: Manage shrinkage and losses in a wholesale and retail unit
U/S 255300: Manage procedures that increase the net income of a wholesale and retail unit
U/S 242810: Manage expenditure against a budget
U/S 117156: Interpret basic financial statements
**U/S 252036:** Apply mathematical analysis to economic and financial information

**Duration:** Two days

*The Financial Management module aims to increase managers’ ability to improve the operations of the business using financial analysis tools.*

**Content**
- Basic financial terminology
- Understand the basics of accounting
- Understand the income and expense statement
- Understand the balance sheet
- Perform analysis of financial reports
- Use findings to make management decisions
- Know and apply key retail management ratios
- Gross profit versus mark-up
- Expense margins
- Stock turnover
- Departmental performance
- Break-even point and safety margin
- Prepare budgets
- Prepare discounted cash flows
- Perform costing and pricing calculations
- Develop appropriate management controls using financial information
- Shrinkage

**Module 6**  
**Presentation skills**

**Duration:** Two days

*This module starts with a theoretical session after which each candidate gets the opportunity to prepare and present presentations to the group.*

**Content**
- What makes a good presentation?
- Definition of learning
- How adults learn
- Critical elements of learning and attention
- Reinforcement
- Retention
- Transference
- Methods
- Presentation essentials
- Presentations skills
- Delivery skills

**Module 7**  
**Communication, team management & leadership**

**U/S 12433:** Use communication techniques effectively  
**U/S 252037:** Build teams to achieve goals and objectives  
**U/S 252034:** Monitor and evaluate team members against performance standards

**Duration:** Two days

*How to use communication, team management and leadership in the workplace to create a motivational environment for workers as well as clients?*
Content
- Communication techniques
- Teambuilding skills to achieve goals and objectives
- Monitor and evaluate team members against performance standards
- Motivate team members
- Management functions fulfilled by retail managers

Module 8
Human resource management

<table>
<thead>
<tr>
<th>U/S</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>U/S 12140:</td>
<td>Recruit &amp; select candidates to fill defined positions</td>
</tr>
<tr>
<td>U/S 10980:</td>
<td>Induct a new employee</td>
</tr>
<tr>
<td>U/S 255494:</td>
<td>Schedule staff</td>
</tr>
<tr>
<td>U/S 255495:</td>
<td>Demonstrate an understanding of the sectoral determination</td>
</tr>
<tr>
<td>U/S 255514:</td>
<td>Conduct a disciplinary hearing</td>
</tr>
<tr>
<td>U/S 255496:</td>
<td>Manage a training intervention</td>
</tr>
<tr>
<td>U/S 114274:</td>
<td>Demonstrate an understanding of the Basic Conditions of Employments Act</td>
</tr>
</tbody>
</table>

Duration: Two days

This is a practical module that focuses on the ‘soft’ as well as ‘hard’ skills of dealing with staff.

Content
- Successfully recruit and select staff
- Conduct staff administration
- Understand and discuss legal issues including:
  - Basic conditions of employment
  - Equity Bill
  - Labour Law
- Be able to follow the disciplinary process and conduct a disciplinary hearing
- Be able to motivate staff and communicate effectively with them
- Understand conflict handling skills

Module 9
Strategy and business planning

Duration: Two days

The focus of this module is not to write a lengthy business plan, but rather for the candidate to understand the importance of strategy and goal setting and to use a plan as a tool to achieve business objectives.

Content
- Understand the importance of a business plan
- Develop a vision, mission and goals for the company
- Analyse the competition
- Conduct a SWOT (Strong points, weak points, opportunities and threats) analysis
- Discuss the different business plan formats
- Write a basic business plan

Course Fees
Cost per module is R1 950.00 per delegate (excluding VAT) and includes study material and lunch. This fee also includes assessment after the completion of each module.

Once a learner has completed all nine modules successfully, they will be able to, with a little bit of additional work, submit their whole portfolio for assessment against the National certificate in retail management. Cost for the portfolio assessment will be R2 500.00 (excluding VAT).

Certificate
Certificate of attendance
After attending each module, the student receives an attendance certificate from the Agrinet Training Academy.

**Certificate of Competence**
Trainees will receive a Certificate of competence after successful completion of the nine modules and portfolio.
GENERAL INFORMATION

Cancellation
If the client cannot attend the course, Agrinet should be notified, in writing, seven (7) days prior to the course. If the learner is registered and doesn’t attend the course, without cancelation, the full course amount will still be charged.

Address – Samrand
Agrinet Head Office, Sterling road, Samrand, Centurion

GPS Coordinates
25°55'32.37" South
28°08'34.85" East

Accommodation
Every course trainee must arrange their own transport and accommodation. The next webpage consists of contact details for accommodation in the nearby area - www.centurionbb.co.za

The Clubhouse 012 661 7953 / 083 380 2073
Blueberry Lodge 011 314 0380 / 082 856 1888
Protea Hotel Samrand 012 657 0110
Siesta Gardens 082 268 2040
Arbez Gastehuis 012 655 0942

Address – Bellville
Agrinet Bellville
Sacks Circle, Sanlamhof
021 959 5420

GPS Coordinates
-33°55'31" South
18°39'35" East

Accommodation
Every course trainee must arrange their own transport and accommodation. The next webpage consists of contact details for accommodation in the nearby area - http://www.capestay.co.za

Excellent Guesthouse 021 948 0108
Lorraine on Lincoln 021 946 4710
Dark Chocolate 021 975 2820
Klara’s C.C 021 979 4772
Latreuo Guesthouse 021 913 8512

Contact Details
For any further information in connection with training content or training dates, please contact Esti Olivier at:

Tel: 012 657 2032
Fax: 086 529 4326
E-mail: training@agrinet.co.za
AGRINET VIDEO TRAINING PROJECT

Sharing knowledge is not about giving people something, or getting something from them. That is only valid for information sharing. Sharing knowledge occurs when people are genuinely interested in helping one another develop new capacities for action; it is about creating learning processes.

TRAIN CLIENTS WITH CUSTOM VIDEOS

The way you train your clients is important in enabling them to increase sales. Recent studies have shown that when a client is adequately trained in the beginning, they feel more confident in their job and therefore sell more.

- Peggy Morrow; Training for Success

Training videos are exactly what the title says - videos made for the purpose of training. Video has long been recognized as a valuable teaching medium because it can effectively convey to students and instructor's visual clues, for example, gestures, posture and facial expressions that aid communication and comprehension. Decades of research show body language is the single most important element in verbal communication.

In good times as well as bad, one of the biggest hidden expenses for many businesses is the cost of bringing employees up to speed or training existing employees on new products. A detailed product training video is one of the most direct routes to lower client training costs. A product training video can streamline client product training and assist all employees to become productive more quickly, which mean more sales. When a company has a large and geographically diverse audience, it can be extremely expensive to either send experienced trainers to all of them, or pay for each individual to attend training courses. A training video can dramatically reduce these costs, and make the training information immediately available to all clients. When you have to train a wide and geographically diverse audience, training videos can be the ideal means of getting the information through to your clients in the fastest and most cost effective way.

Today's "visually literate" society gets most of its information from television and the internet. Trainers are now realising that video is the medium of choice. Video saves time because your message is presented faster and trainees do not have to travel, which means they are not out of the office for a long period. With video, you have complete control of your message, and viewers are presented with all the information they need, in the exact order they need.

A professionally produced video will engage and hold the viewer's attention better than any other medium. Using video to train clients will give your company a competitive edge. Video brings the viewer right inside your facility to see the entire production process, including the quality of materials and workmanship that goes into your company's products and services. A professionally produced training video can be designed to complement your already existing printed material.

An example of an Agrinet Product Training video can be seen on YouTube: http://www.youtube.com/watch?v=w04GeZxFhy8
HOW DOES IT WORK

- Product training videos can be used in a structured programme where all floor personnel of stores will be trained by Agrinet representatives.
- Training will be monitored. After each training session Agrinet representatives need to complete an online electronic control form on the Agrinet Training Academy website - www.agrinet.co.za. Sales managers will receive an e-mail to notify them what training has been presented for which store, and who attended the training.
- Each Agrinet representative needs to present at least four training sessions per month.
- After watching the video, trainees will be able to log onto the Agrinet website - and complete the online multiple choice test in order to identify gaps and also to see if trainees understand the material. The pass rate is 75%.
- After completion of the test, the trainee as well as the Agrinet Training Academy will receive an e-mail notification with the test results.
- Refresher courses will be done at least once a year.
# Program Layout 2013

## RETAIL MANAGEMENT COURSE

<table>
<thead>
<tr>
<th>Code</th>
<th>Course</th>
<th>Samrand</th>
<th>Price (VAT excl)</th>
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<tbody>
<tr>
<td>KH1</td>
<td>Module 1: Introduction to customer service &amp; selling</td>
<td>4-5 February</td>
<td>R1 950-00</td>
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<tr>
<td>KH2</td>
<td>Module 2: Merchandising, store lay-out and presentation</td>
<td>5 March</td>
<td>R1 950-00</td>
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<tr>
<td>KH3</td>
<td>Module 3: Marketing and selling</td>
<td>15-16 April</td>
<td>R1 950-00</td>
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<tr>
<td>KH4</td>
<td>Module 4: Advanced customer service</td>
<td>6 May</td>
<td>R1 950-00</td>
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<tr>
<td>KH5</td>
<td>Module 5: Retail finance and budgeting</td>
<td>3-4 June</td>
<td>R1 950-00</td>
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<tr>
<td>KH6</td>
<td>Module 6: Presentation skills</td>
<td>8-9 July</td>
<td>R1 950-00</td>
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<tr>
<td>KH7</td>
<td>Module 7: Communication, team management &amp; leadership</td>
<td>5-6 August</td>
<td>R1 950-00</td>
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<tr>
<td>KH8</td>
<td>Module 8: Human resource management</td>
<td>10-11 September</td>
<td>R1 950-00</td>
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<td>KH9</td>
<td>Module 9: Strategy and business planning</td>
<td>8-9 October</td>
<td>R1 950-00</td>
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<td></td>
<td>Portfolio assessment fee</td>
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<td>R2 500-00</td>
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## ADVANCED RETAIL MANAGEMENT COURSE

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<tbody>
<tr>
<td>GKH1</td>
<td>Module 1: Leadership for the Future</td>
<td>6-7 February</td>
<td>R2 200-00</td>
</tr>
<tr>
<td>GKH2</td>
<td>Module 2: Be SMART with People – Emotionally Intelligent Leadership</td>
<td>7-8 March</td>
<td>R2 200-00</td>
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<tr>
<td>GKH3</td>
<td>Module 3: Executive Strategy Setting, Implementation and Monitoring</td>
<td>23-24 April</td>
<td>R2 200-00</td>
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<tr>
<td>GKH4</td>
<td>Module 4: Executive Level Communication and Negotiation Skills</td>
<td>20-21 May</td>
<td>R2 200-00</td>
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<tr>
<td>GKH5</td>
<td>Module 5: Change Management</td>
<td>10-11 June</td>
<td>R2 200-00</td>
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<tr>
<td>GKH6</td>
<td>Module 6: Coaching and Mentoring</td>
<td>10-11 July</td>
<td>R2 200-00</td>
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## “FRONT-HOUSE” Client services, merchandising & selling

<table>
<thead>
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<th>Code</th>
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<tbody>
<tr>
<td>FH1</td>
<td>Front-House</td>
<td>12-13 March</td>
<td>R1 650-00</td>
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<tr>
<td>FH2</td>
<td>Front-House</td>
<td>20-21 June</td>
<td>R1 650-00</td>
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<tr>
<td>FH3</td>
<td>Front-House</td>
<td>12-13 September</td>
<td>R1 650-00</td>
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## PRODUCT TRAINING

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<tbody>
<tr>
<td>PO1</td>
<td>Landscaping</td>
<td>19-20 February</td>
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<tr>
<td>PO2</td>
<td>Tools: General</td>
<td>14-15 March</td>
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<tr>
<td>PO3</td>
<td>Irrigation: Garden &amp; pumps</td>
<td>17-18 April</td>
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<tr>
<td>PO4</td>
<td>Paint and related products</td>
<td>29-30 May</td>
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<tr>
<td>PO5</td>
<td>Store general 1: Electrical appliances</td>
<td>12-13 June</td>
<td>-</td>
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<tr>
<td>PO6</td>
<td>In-store: Vehicle spares &amp; parts</td>
<td>23-24 July</td>
<td>-</td>
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<tr>
<td>PO7</td>
<td>Store general 2: Outdoor &amp; camping</td>
<td>7-8 August</td>
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## TECHNICAL IRRIGATION COURSE

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<tbody>
<tr>
<td>TB1</td>
<td>Module 1: Pump- and garden irrigation</td>
<td>12-14 February (Afr)</td>
<td>R1 320-00</td>
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<td></td>
<td></td>
<td>20-22 August (Eng)</td>
<td>R1 320-00</td>
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<tr>
<td>TB2</td>
<td>Module 2: Advanced pump and drip- micro irrigation</td>
<td>7-9 May</td>
<td>R1 320-00</td>
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<tr>
<td></td>
<td></td>
<td>17-19 September</td>
<td>R1 320-00</td>
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