

Retail Development Academy – E-Learning Training Portfolio

HQ Induction / New Hire	Buying and Merchandising	Category Management in Depth	Store Ops - HQ	Store Management / Supervision	Customer Service & Store Colleagues	Finance	IT	E-commerce/Omni-channel/Marketing	Independent Retailer	Store Induction
Retail Wiki	Merchandising Basics	Understanding Category Performance in Retail	An Introduction to Selling and Service	An Introduction to Retail Management	Greeting Customers	Retail Financials	Retail IT Architecture	E-commerce	Retail Wiki	Retail Wiki
Retail Math	Merchandising	How to Use Opportunity Identification for Shopper Insights	An Introduction to Retail Management	Introduction to Store Operations	An Introduction to Selling and Service	Projecting & Controlling Inventory	RFID Essentials	Retail Marketing	An Introduction to Selling and Service	Appearance and Attitude
Retail Background and Trends	Principles of Financial Reporting	Understanding Pricing Analysis	Introduction to Store Operations	Operations	Becoming a FAB-ulous Sales Associate	Sales and Inventory Management	Solution Chains	Retail Financials	Best Practice Sales and Service Skills	An Introduction to Selling and Service
Retail Organization	Retail Financials	Understanding Promotion Analysis	Introduction to Store Operations	Managing the Finances of Your Retail Store	Big Ticket Sales	Projecting & Controlling Retail Profits	Retail Financials	Creating Loyal Customers Utilizing a Customer DB	An Introduction to Retail Management	Customer Service Essentials
Overview of Key Retail Processes	Retail Financials for Buyers and Merchandisers	3 Track Category Management Bundle	Best Practice Sales and Service Skills	Introduction to Retail Finance	Consultative Selling	Projecting & Controlling Retail Cash Flow	Building a Business Case and ROI	Projecting & Controlling Inventory	Operations	An Introduction to Retail Management
Retail Key Performance Indicators	Buying and Merchandising	Category Planning and Spreadsheet Development (Basic)	Operations	Principles of Financial Reporting	Best Practice Sales and Service Skills	Projecting & Controlling Retail Cash Flow	Retail Subjects – As per other columns	Merchandise and Assortment Planning	Introduction to Store Operations Merchandising	An Introduction to Retail Management
Introduction to Store Operations	Buying, Category and Merchandise Management	Category Planning and Spreadsheet Development (Intermediate)	Human Resources	Principles of Financial Reporting	Demonstrative Selling	Building a Business Case and ROI		How to Analyze Syndicated Panel Data (Intermediate)	Introduction to Store Operations Merchandising	Selling Essentials
Principles of Financial Reporting	GMROI Inventory Productivity Kit	Category Planning Presentation Development (Basic)	Store Operations	Profit and Loss: The Bottom Line	Project Selling	Forecasting		How to Analyze Syndicated Scanner Data (Intermediate)	Mini MBA of Retail Management	Introduction to Store Operations
Fundamentals of Retail Suite	Projecting & Controlling Inventory	Category Planning Presentation Development (Intermediate)	Principles of Financial Reporting	Leadership and Coaching	Outside Sales			How to Analyze Syndicated Scanner Data (Intermediate)	Human Resources	Best Practice Sales and Service Skills
	Sales and Inventory Management	CPCA Category Management	Retail Financials	Coaching for Retention	Selling on the Phone			Leveraging Data for Basic In-Store Solutions	Retail Marketing	Promotional Planning and Calendar
	Forecasting	CPCM Category Management	Creating Loyal Customers Utilizing a Customer DB	Coaching for Retention	Suggestive Selling			How to Use Opportunity Identification for Shopper Insights	Promotional Planning and Calendar Develop a Website for Your Store	Principles of Financial Reporting
	Allocation and Replenishment	CPSA Category Management	Leadership and Coaching	Structured On-the-Job Training	The Retail Sales Transaction			Understanding a Pricing Analysis	Retail Marketing	Merchandising Basics
	Merchandise and Assortment Planning	How to Create Effective and Collaborative Partnerships	Promotional Planning and Calendar	Creating Loyal Customers Utilizing a Customer Database	Cashier Service Basics			Understanding a Retailers Shopper Segmentation	Merchandise and Assortment Planning	Merchandising Basics
		How to Develop Comprehensive Category Reviews	Impulse Merchandising	Promotional Planning and Calendar	Retail Sales and Service Basics			Understanding a Pricing Analysis	Merchandise and Assortment Planning	Merchandising Basics
		How to Do Assortment Analysis (Intermediate)	Advanced Visual Merchandising	Impulse Merchandising	We're All Different			Understanding a Retailers Shopper Segmentation	Merchandise and Assortment Planning	Merchandising Basics
		How to Evaluate Retail Store Level Data and Category Performance (Intermediate)	Mini MBA of Retail Management	Impulse Merchandising				Understanding a Pricing Analysis	Merchandise and Assortment Planning	Merchandising Basics
		How to Leverage Data for Retail Assortment Solutions	Using Retailer POS Data to Measure Store Performance (Intermediate)	Advanced Visual Merchandising				Understanding a Retailers Shopper Segmentation	Merchandise and Assortment Planning	Merchandising Basics
		Understanding Assortment Analysis (Basic)	Forecasting	Mini MBA of Retail Management				Understanding a Retailers Shopper Segmentation	Merchandise and Assortment Planning	Merchandising Basics
		How to Leverage Data for Retail Shelving Solutions	NRF Retail Management Training Suite	Using Retailer POS Data to Measure Store Performance (Intermediate)				Understanding a Retailers Shopper Segmentation	Merchandise and Assortment Planning	Merchandising Basics
		Understanding Joint Performance Planning and Value Creation		Using Retailer POS Data to Measure Store Performance (Intermediate)				Understanding a Retailers Shopper Segmentation	Merchandise and Assortment Planning	Merchandising Basics
		Understanding Key Metrics in Space Management		Using Retailer POS Data to Measure Store Performance (Intermediate)				Understanding a Retailers Shopper Segmentation	Merchandise and Assortment Planning	Merchandising Basics
		Understanding Root Cause Analysis and Key Performance Drivers		Using Retailer POS Data to Measure Store Performance (Intermediate)				Understanding a Retailers Shopper Segmentation	Merchandise and Assortment Planning	Merchandising Basics
		Using Retailer POS Data to Measure Store Performance (Intermediate)		Using Retailer POS Data to Measure Store Performance (Intermediate)				Understanding a Retailers Shopper Segmentation	Merchandise and Assortment Planning	Merchandising Basics

For details of each program, its content, a brochure and a video see the relevant class web page at www.retaildevelopmentacademy.com. For evaluator access, call +44 1823 333469. Some programs also available as Instructor-Led live classes.

Classes listed in approximate order of skill level and seniority of role. More details in individual class profiles.



Why Retailers Buy E-Learning

Your People	Benefits
New hires can be trained immediately they join the company, no waiting for enough people to make up a class.	Start being productive fast.
People new to retail get the terms, the metrics, the processes and their use quickly.	Better ability to fulfil their roles.
Promoted employees can learn new skills quickly.	Execute their new role faster and better.
Existing employees can equip themselves for promotion ahead of time.	The talent pool can be developed more easily.
Employees can learn best practice rather than just how we do it here.	Employees are more valuable to the employer.
Employees who receive training stay longer.	Staff turnover and recruitment costs reduce.
It is more cost effective than classroom training, especially when you take into account the lack of travel and lodging expenses and the use of non-prime selling time.	Reduce costs
They can learn about retail in privacy and won't embarrass themselves asking "stupid" questions in front of colleagues.	Do it more confidently.
They can train outside key working hours.	The day job doesn't get delayed when a course is run. The people not on the course don't have to pick up the slack.
They can study at their own pace - the pace they are comfortable with it, go over topics that are new to them in detail and whizz through the parts they are familiar with.	Do it more thoroughly and use their own time more productively.
They can go back and recap on key topics when they need to and expand their horizons when they have spare time.	Refresh their knowledge and learn just in time rather than attempting to remember too many facts at once.
They can practice new skills in safety and without risking the business.	Encourages employees to try new things and learn more.
E-Learning training takes about half the time on average compared to instructor-led training and saves travel.	Saves payroll cost for training and travel and lodging expenses.

How Companies Benefit

Your Company	Benefits To The Company
Training classes can be installed under a learning management system (LMS) you have already (if it's SCORM compliant and most are).	You can administer company wide training with the least possible admin.
If not, we can host the training under our LMS.	As above.
We can also host other e-learning you may have already or be developing.	All student activity can be tracked in one database and reported in one set of reports.
The LMS will track student performance, namely classes completed, mastery tests passed, certificates awarded, classes in progress, etc.	The talent pool can be developed more easily.
Employees can learn best practice rather than just how we do it here.	You can see how well your training investment is being used and how people are progressing.
Your training management can have manager access to the LMS to see how your staff are progressing.	As above.
For larger corporate users, we can provide the LMS in your brand.	Promote your image as a caring employer.
If you are not sure your people need training, we can complete an assessment benchmark to see what level they are at.	You can see whether you really do need to invest.

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The Retail Development Academy Training Portfolio



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