



Retail Training.com

RetailTraining.com provides retailers with off-the-shelf and custom designed training solutions in mobile, online and in-store formats. Our unique Retail Education Model™ is the first of its kind to align to the Five P Retail Model and supports the need for strategic planning in order to maximizing profits. Our courses include a retail perspective from a variety of sectors and are available for store employees, operations managers and independent owners alike. Each course includes interactions, knowledge checks, an end-of-course quiz, and a “What’s next?” discussion to encourage skill practice. Downloadable links to in-store activities are also available in many of the courses.



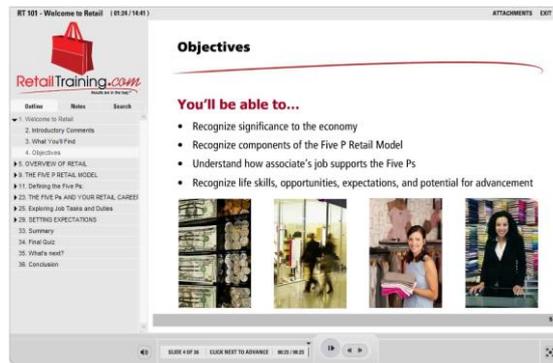
Welcome to Retail E-Learning Course

Target Audience

Store associates who need to understand various job responsibilities and career opportunities within retail within the context of the Five P Retail Model.

Objectives of the Program

- Recognize the significance of retail to the economy
- Recognize components of the Five 5 Retail Model
- Understand how an associate’s job supports the Five Ps
- Recognize life skills, opportunities, expectations, and potential for advancement



Course Overview

Welcome to Retail is a self-paced web-based program. All the student needs to run the program is access to a PC and web browser. The program provides 20 minutes of training and is valid for 1 year. Within the purchased period, students can revisit the material as often as they wish.

The program includes a variety of interest generating features and quizzes. Companies who buy a group of licences will be given access to reporting facilities in the Learning Management System. This enables management to track which students have started and completed the training and their test scores.

Study Time

20 minutes



Program Contents

- **Overview of retail**
 - History of retail
 - Significance in the economy
- **The Five P Retail Model**
 - Product
 - Place
 - Price
 - Promotion
 - People
- **Defining the Five Ps**
 - Examples
- **The Five Ps and your retail career**
 - What might the Five Ps mean to you?
 - Exploring job tasks and duties
- **Setting expectations**
 - Work week
 - Front or back of store
 - Seasonality

Other Courses Available from Retail Training.com

- Appearance and Attitude
- Becoming a FAB-ulous Sales Associate
- Big Ticket Sales
- Cashier Service Basics
- Consultative Selling
- Demonstrative Selling
- Greeting Customers
- Impulse Merchandising
- Merchandising Basics
- Project Selling
- The Retail Sales Transaction
- Selling on the Phone
- Structured On-The-Job Training
- Suggestive Selling
- We're All Different

