

STORE MANAGERS LEADERSHIP SKILLS VIRTUAL TRAINING COURSE



Instructor: Norman Rose President of Excel Sales Consulting Inc.

Course Description: This customized training program teaches store managers effective leadership skills. It focuses on enhancing customer service, increasing sales ability and developing team cohesion. Participants will learn how to set strategic collaborative team goals and how to coach employees to achieve maximum results. This course is designed to:

1. Build strong leaders and managers
2. Give the participant customized business development strategies

Who Should Attend: Distributor Owners, Store Managers, Operation Managers and Assistant Store Managers

Course Duration: Five Virtual 60 -minute Training Sessions

Expected Learning Outcomes:

1. Greater overall leadership and selling skills
2. Improved time management
3. The ability to strategically set goals that will strengthen sales and customer service performance
4. Increased relationship building skills
5. The development of conflict management skills
6. Enhanced employee motivation and retention

Resource included in the training:

1. Goal setting worksheets
2. Toolbox of best practice resources that can be referenced and easily utilized daily

Course Highlights

Module 1– Maximizing Employee Potential

1. Staying positive to build a productive, cooperative working culture
2. Coaching and positive growth mindset
3. Leading by example
4. Prioritizing collaborative team goals
5. Effectively managing tasks to improve leadership skills

Module 2 – Leading Teams to Mastering the Art of Great Customer Service!

1. Phone etiquette that your customers will appreciate
2. Best practices for customer service
3. Action planning to improve leadership skills

Module 3 – Effective Communication Skills

1. Best practices for delegating
2. Managing difficult people
3. The steps to successfully resolving customer complaints
4. Maintaining a professional image
5. The importance of both verbal and non-verbal communication
6. Action planning to improve leadership skills

Module 4 – Motivating Team Members

1. Tips and techniques for motivating team members to successfully complete and implement online learning
2. Planning and conducting team meetings for maximum results
3. Setting strategic goals for enhancing employee performance

Module 5 – Employee Coaching and Strategic Leadership Skills

1. How to effectively measure performance in a one-on-one coaching session
2. Setting best practices for store consistency in sales and service
3. The power of goal setting