

## Be prepared to compete!

*Unskilled retail employees cost your company valuable time and money.*

*Their lack of merchandising knowledge and commitment to your company can threaten your success on many fronts.*

*Don't let that happen to you. Prepare your employees—from headquarters staff to sales floor personnel—to improve your organization's performance in today's marketplace.*

**Prepare with Retail 101.**



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**TEC, Inc.**

**Presents:**

# Retail 101™

*Creating a  
Competitive  
Advantage for  
Retailers*

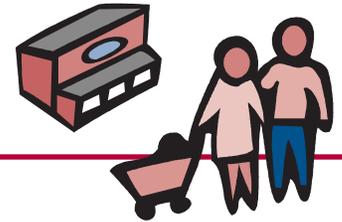
*A customized program  
to enhance excellence  
and efficiencies  
in your organization*



*Providing the right solutions  
to meet your training needs*

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# It's tough out there!



Today's retail climate is tough and getting tougher. Market expansion and saturation, increased competition, cultural changes, the emergence of e-commerce, and ongoing employment issues pose critical challenges to new and established merchandisers.

A key to retailing success lies in hiring qualified and knowledgeable employees at all levels and then developing their skills. These people can reduce turnover and build a stronger bottom line. Yet finding and hiring experienced people is not easy.

We have the solution to your job performance concerns:  
**Retail 101.™**



## What do participants learn?

- Six components of the SKU Life Cycle: Understand, Plan, Buy, Move, Sell and Pay
- Why their jobs are important to the company
- How their roles and responsibilities relate to—and affect—other activities involved in the SKU Life Cycle
- Why technology is important
- How to identify technological solutions that create efficiencies
  - The value of outstanding customer service
  - How to be a smart employee and understand customers
- How to apply their newly acquired skills in the marketplace
- How their actions affect the bottom line

## We take care of the details.

Our certified and highly qualified training professionals know what it takes to prepare successful training programs.

We design the entire Retail 101 workshop and develop the materials to your specifications. Then we deliver engaging and thorough presentations both in the classroom and the field to truly involve your participants and create the greatest impact possible.

## We cover all the bases.

Retail 101 is a face-to-face, hands-on learning program that teaches retail fundamentals to employees throughout your company. It is designed to significantly improve each participant's knowledge of key retail activities in order to:

- improve competency
- eliminate costly mistakes
- raise customer service levels
- build allegiance to your company

## Retail 101 is tailored to you.

The extensive merchandising and training experience of TEC's consultants makes them able to customize this workshop to fit any audience.

By incorporating your company's business processes, technology, and roles and responsibilities, our Retail 101 facilitators make each lesson personal and relevant. Your employees can immediately apply their newly acquired knowledge in the workplace.

Retail 101 can run a full week or be condensed to a potent few days. We can conduct it at any location you prefer. Or, you may choose to attend one of our open enrollment Retail 101 workshops.

Don't wait to be your best! Act and prepare now with Retail 101.

For more information, contact:

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