



TRAINING AND PROFESSIONAL DEVELOPMENT

Display to Sell

A Practical Guide to Maximizing your Retail Business

Differentiate your business, focusing on the needs of the customer and you will increase sales, maintain a loyal customer base and build your retail business an excellent reputation. You will also have a fantastic team delivering the most exceptional service in an exciting and aspirational environment. Particularly driven to improve all aspects of the front of house operation, Anne Clewley is passionate about maximizing performance and plain obsessive about customer service. This seminar will help you and your teams deliver more!

This one day seminar is for managers and supervisors responsible for various types of university and college retail including branded merchandise, convenience stores and books. Focussing on how the customer responds to store layout and display, it concentrates on the use of your front of house footage. The seminar will also touch on maximizing on-line sales.

Outline Content

- True customer focus
 - Knowing your customer intimately
 - Delivering a customer focussed operation
- Delivering environments to WOW
 - Maximizing store layout
 - Visual merchandising
 - Maintaining standards
- Successful non-store retail
 - Top tips on how to maximise retail sold on-line or home shopping

Presenter

Anne Clewley is an experienced retail professional with 18 years of extensive retail practice. She has worked for the best known brands, food and non food, within high street, airport and higher education sectors. Anne, who owns and runs Consult Retail Limited, has an exceptional track record of maximizing retail performance, turning around poorly performing retail operations and identifying new opportunities to drive business forward. She has an in depth knowledge and experience of the higher education sector. There is more information at www.universityretail.co.uk.

Participants

If you are responsible for managing or supervising a university or college retail outlet this seminar will enable you to look objectively at your present operation and take away suggestions and ideas on how it could be further developed.

Date and Venue

Tuesday 14 December 2010; registration is from 0930. The seminar starts at 1000 and ends at 1530. It will be held at Holywell Park, which is imago's non-residential training centre at Loughborough University. Holywell Park is close to junction 23 of the M1 and also easily reached from Loughborough railway station. Full location and access details will be sent to participants. There is more information at www.welcometoimago.com.

Fee

The fee for this non-residential seminar is £195.00 plus vat, which includes seminar materials, training costs, refreshments and lunch. If you require overnight accommodation you can call the university's imago sales office on 0845 036 4624. Subject to availability they have rooms at their nearby Burleigh Court conference centre. A single en-suite lodge room is £59.00 room only; full English breakfast is £14.00. A main building double or twin is £107.00 for bed and breakfast. They also have en-suite rooms in their Link Hotel, across the road from the main campus at £60.00 room only and £10.00 for breakfast. All prices include vat. Please settle overnight accommodation charges directly with the university. There are two Travelodges six miles away at junctions 22 and 23a of M1, www.travelodge.co.uk. There is a Premier Inn six miles away at junction 23a and one ten miles away at the A42/A512 junction at Ashby De La Zouch, www.premierinn.com.

To make a workshop reservation, please go back to our booking form, which may be completed on-line or off-line. May we respectfully draw your attention to the UHS business terms, which are on the seminars page of our web site and on the booking form?