



A. Introduction to Retail

- What is retail
- Functions of a retailer
- Rise of consumerism & challenges faced by global retailers
- Evolution of retail in India
- Retail as a career

B. Understanding the Retail Customer

- Factors Influencing retail customer
- Decision making process of the customer
- Customer Relationship Management (CRM) in retail
- Gathering customer information & enhancing loyalty

C. Customer Service in Retail

- Customer Motivation & Behaviour
- Concept of service & Importance in Retail
- Approaching & Presenting the merchandise
- suggestive selling & closing the sale
- Telephonic Communication with the customer
- Handling Irate & difficult customers
- Gaining customer satisfaction & loyalty

D. Retail Merchandising

- Evolution & factors affecting Merchandising
- Process of Merchandise planning
- Methods of Merchandise Procurement
- Retail pricing & Merchandise performance

E. Personality Traits & Interview process

- Attitude Management
- Killing Nervousness & Building Confidence
- Body language & Dress Code
- Resume Development
- Understanding the Interview process

Duration : 4 weeks Hrs: 42

Centres

Borivali (West) : 31 Goragandhi Appt, Ground floor, Opp Samrat Hotel, Chandavarkar Rd
Andheri (West) : 2nd floor BEST Bldg, Above bus depot, opp Railway Station.
Andheri (East) : A 205, 2nd floor, Vikas Vertex Bldg, MV Road, Near Station.
Dadar (w) : 601 Laxmi Commercial Complex , Senapati Bapat Marg, Near Station
Elphiston(w) : 47, Suraj building, Elphiston Rd, Near Station
Ghatkopar (w) : 12 Jyoti Chamber, JV Rd , Near Station , Bata Showroom Bldg
Bhandup (w) : A-2 Station Plaza, Near Station
Mulund (w) : 108, Pranav Commercial, MG Rd , Near Station
Thane (w) : 101, Cosmos Avenue, Gokhale Rd, Above Reliance Money.

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