



Performance • Empowerment  
Attitude • Knowledge

Retail BC and Small Business BC have partnered to bring you Retail PEAK, a series of 9 skill development courses that will help you **sharpen your skills and increase your sales!**

**Cost:**

Each 3-hour course  
\$69.00 (plus GST)

**Location:**

Small Business BC  
3<sup>rd</sup> Floor Boardrooms  
#390– 601  
West Cordova St.,  
Vancouver

**To Register:**

P: 604-736-0368  
F: 604-736-3154  
[https://  
www.retailbc.org/peak/  
meetings\\_register.asp](https://www.retailbc.org/peak/meetings_register.asp)

**Basic Selling skills**

Wednesday, September 5 9am-12pm

Selling isn't just showing up—it takes a specific set of skills to do well and everyone can learn those skills. This course explores the key to making painless sales and how to build rapport and relationships with customers. No matter your personality, age or experience level, this course will help you improve your sales skills.

**Psychology of Selling**

Tuesday, September 11 9am-12pm

To make more sales you need to really understand your customer and their buying motives. Designed for commissioned or high-volume retail sales staff, this session gets you deeper into your customers' heads. Learn how personality types affect how you make a sale and how the customer hears your message and develop techniques for treating each sale differently. Practice your personal sales technique in a safe environment.

**Secrets to Increased Sales**

Tuesday, September 18 9am-12pm

Many sales staff work on commission, so just making one sale to a customer is not enough to keep income levels high. In order to increase income (and the profits of the store), you must strive to increase their sales each month. This course examines three simple strategies to increase sales without necessarily increasing the numbers of customers you sell to.

**Recruiting & Retaining Top Talent**

Tuesday, September 25 9am-12pm

Before you can start attracting ideal employees, you need to have a clear understanding of your corporate culture – your image, your strengths and weaknesses, and the values that are important to you. There are many potential employees in the job market, but in order to get (and keep) the best, it is important that those individuals are the right fit for the position. This course helps you identify specific strategies for recruiting and retaining top employees.

**Cultivating a Team Environment**

Tuesday, October 2 9am-12pm

Every work group, no matter what type of business, is a team. The team consists of a variety of people doing various tasks with direction from a team leader. When a team is performing well, everyone wins. The employees have a positive atmosphere in which to work, they communicate well and they are very productive. But how do you go about cultivating this type of store environment in your store? This course will help you understand how teams work before you can learn how to make them work well!

**Management Leadership Skills**

Wednesday, October 10 9am-12pm

Someone who is knowledgeable, talented and skilled can make a great store manager. But when you look at the great business leaders throughout the world, you see they have something more. They have a different way of looking at things that makes them stand out from all the rest. Three key areas in which they outperform are what we refer to as the "3 C's of Leadership" — coaching, communication, and compassion. This course focuses on the specific strategies you need to successfully lead your team.

**Dealing with Difficult People**

Tuesday, October 16 9am-12pm

Customer service to the great customer is easy. How about to the "not so great" customer? This session examines the types of difficult people you are most likely to run into in retail and helps you identify specific strategies to improve your service effectiveness with them. You will look at causes of conflict and how personality differences influence our perceptions of others. You will have the chance to try out specific strategies for dealing with difficult people.

**Customer Service — Above & Beyond**

Tuesday, October 23 9am-12pm

Make customer service part of who you are, not just what you do. This session will help you identify your personal strengths in service and develop strategies to maximize those strengths to your benefit. You will examine who your personal "customers" are and how to manage and exceed their expectations. Goal setting and personal improvement strategies are also covered.

**Keeping the customer satisfied**

(Mandarin) Wednesday, October 17 9am-12pm

Tuesday, October 30 9am-12pm

This course introduces participants to proven techniques for not just satisfying the customer but for satisfying ALL customers and keeping them coming back. Participants examine their own influence in creating the service dynamic and explore techniques for improving internal and external customer relationships. Participants develop a personal service action plan that can be used back on the job.

Register today online at... [https://www.retailbc.org/peak/meetings\\_register.asp](https://www.retailbc.org/peak/meetings_register.asp)





Performance • Empowerment  
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Join Retail BC and Small Business BC  
this fall and help you and your staff reach  
your PEAK potential!



Date	Course	Please specify # of participants
Wednesday, Sept.5 9am-12pm	Basic Selling Skills	
Tuesday, Sept. 11 9am-12pm	Psychology of Selling	
Tuesday, Sept. 18 9am-12pm	Secrets to Increased Sales	
Tuesday, Sept. 25 9am-12pm	Recruiting & Retaining Top Talent	
Tuesday, Oct. 2 9am-12pm	Cultivating a Team Environment	
Wednesday, Oct. 11 9am-12pm	Management Leadership Skills	
Tuesday, Oct. 16 9am-12pm	Dealing with Difficult People	
Tuesday, Oct. 23 9am-12pm	Customer Service — Above & Beyond	
Wednesday, Oct. 17 9am-12pm	Keeping the Customer Satisfied - Mandarin Translation -	
Tuesday, October 30 9am-12pm	Keeping the Customer Satisfied	

**Name:** \_\_\_\_\_  
Please provide names of all registrants

**Company:** \_\_\_\_\_

**Address:** \_\_\_\_\_

**Phone:** \_\_\_\_\_ **Fax:** \_\_\_\_\_

**Email:** \_\_\_\_\_

**Number of Participants** \_\_\_\_\_ **@ \$69.00 (plus GST)**      **Total cost:** \_\_\_\_\_

**Credit Card #:** \_\_\_\_\_      **Expiry:** \_\_\_\_\_

**Name on card:** \_\_\_\_\_