

Rochdale Retail Training Programme

A brand new FREE training programme for the Retail Sector

Three sets of training courses each lasting two hours of highly motivational, inspirational, energising and interactive sessions.

This program is designed to make sure that your selling and standards both in care and service, giving you practical hints, tips and knows how, in delivering a service that differentiates your business from the competition

What makes great customer service, getting the right tone, instilling and sustain a great selling and service culture.

COURSE ONE: CUSTOMER SERVICE

Tuesday 11 September, 6pm – 8pm, Unique Enterprise Centre, Belfield Road, Rochdale, OL16 2UP

Course Synopsis

You are judged by what you do, not what you say....enhance your reputation
Understanding your approach

- Experience of customer service and selling skills
- Why Good Customer care and Service are Essential

COURSE TWO: SALES

Tuesday 18 September, 6pm – 8pm, Unique Enterprise Centre, Belfield Road, Rochdale, OL16 2UP

Course Synopsis

- Identify, anticipate and satisfy customer needs
- Successful sales in retail
- Get focused

COURSE 3: MERCHANDISING

Tuesday 25 September, 6pm – 8pm, Unique Enterprise Centre, Belfield Road, Rochdale, OL16 2UP

Course Synopsis

- The Visual experience
- A crowded market
- The golden rules for outside and inside, and Window display

To book any of the courses please email: business@rochdale.gov.uk or Tel: 01706 926700

Rochdale Professional & Service Sector Training Programme

A brand new FREE training programme for the professional & service sector industries

Two sets of training courses each lasting two hours of highly motivational, inspirational, energising and interactive sessions.

In these challenging times how palatable are your products and services?

Are you really stirring your customer's appetite to buy more from you?

COURSE ONE: TURNING CUSTOMERS INTO ADVOCATES - CUSTOMERS FOR LIFE

Wednesday 10 October, 6pm – 8pm, Rochdale Town Centre Management Company Offices, 17a Baillie Street, Rochdale, OL16 1JA

Course Synopsis

- Cultivating relationships – We often scrutinise customers behaviour – what about yours?
- Recognising & acknowledging your business responds to urgent customer needs - how?
- Relationship Building
- Embracing the culture of excellent & world class customer service
- Raising the bar, good performances becoming excellent, world
- Customer expectations, customer experience, customer satisfaction, customer care, customer loyalty and fully understanding your customer

COURSE TWO: GENERATING GREATER REVENUE – GREATER PROFITABILITY

Wednesday 17 October, 6pm – 8pm, Rochdale Town Centre Management Company Offices, 17a Baillie Street, Rochdale, OL16 1JA

- Focus on your strategy & objectives
- Marketing with limited budgets
- Very effective networking- Improve your results
- How well do you really know your customers
- Maximising your customer database cost effectively – Increase profitability
- What is your ultimate objective? Making your customers have your business as their life time supplier choice

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