

RETAIL ACCELERATOR

**GROW YOUR PEOPLE.
GROW YOUR BUSINESS.**

WHAT IS RETAIL ACCELERATOR?

Retail Accelerator™ helps you to innovate and differentiate your customer experience through focused training modules.

- A suite of professional training modules and shop floor tools to consistently train your Managers, Supervisors, and Team Leaders in best practice People Management, Sales Management and Service Management.
- A training process that enables your Shop Managers, Supervisors and Team Leaders to undertake training, observation and feedback on shop floor performance within their day to day roles.
A process where developing people and having practical and focused performance conversations lie at the core.
- A robust Performance Management Framework that either sits within your own formal process or serves as a basis for one if you do not currently have one.



DMT GLOBAL
LEADERSHIP DEVELOPMENT





WHO WE ARE AND WHAT WE KNOW.

We deliver retail sales and service training in your local language wherever you are in the world.

Our internationally-based **Retail Accelerator™** team has over 150 years of combined Sector Expertise.

We have developed a lean and tailored process for retailers who are interested in growth and performance improvement.

THE CHALLENGE. DELIVERING TRAINING IN THE RETAIL ENVIRONMENT.

-  How do you release staff to do training when you need them on the shop floor selling?
-  Is it worth investing in people when the staff turnover rate is constant and/or growing?
What skills and behaviours do staff need today that are different from what we have given them in the past?
-  How can I deliver training that is engaging, cost effective, provides return on investment and is sustainable?
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If you want to create and sustain an
OUTSTANDING CUSTOMER EXPERIENCE...



...you have to begin with
DEVELOPING OUTSTANDING STAFF.



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WHY YOU NEED IT.

Our Retail Accelerator™ Suite provides you with an innovative retail training process, with content that focuses on building sustainable change across the various levels of your business and operations. We view talent and people development as having 5 distinct elements...



1. CONNECT Retail Accelerator™ ensures management and staff are clear on the types of skills and attributes that are needed to align your brand image to the customer experience.



2. KNOW Retail Accelerator™ ensures you have a simple process to evaluate the everyday behaviours and skills on your shop floor, allowing managers to proactively observe and provide feedback to your staff.



3. GROW Retail Accelerator™ puts a sustainable training methodology in place that allows you to deliver on-going knowledge and skill enhancements when and where they are needed.



4. ADAPT Retail Accelerator™ puts training practices in place that are adaptable to both a changing marketplace and a diverse workforce.



5. KEEP Retail Accelerator™ provides a performance management process that enables you to identify and retain your best people in order to sustain your key market differentiation.

SMART DELIVERY

All modules in Retail Accelerator™ are designed...



to be delivered in 20-30 minute blocks of training.



to take place on the shop floor.



to be practical and engaging.



with detailed 'How to deliver' instructions and tools for your trainers.





20 MINUTE TRAINING TOPICS

A FOR SALES ASSOCIATES

Innovation in Service

- A Winning Welcome
- Engaging Every Customer
- Customer Profiling
- Know Your Customers' Needs
- Know Your Products
- Promotional Selling
- Overcoming Objections
- Closing Retail Sales
- Fantastic Farewells and Feedback

Innovation in Products

- Perfect Product Profiling
- Maximising Product Knowledge

Innovation in Selling

- Buyer Behaviours
- Sensory Selling
- The Psychology of Selling

Motivation Morsels

- A process and framework for reinforcing the training topics covered

B FOR SUPERVISORS AND MANAGERS

Innovation in Managing Operations

- Optimising Opening Routines
- Spatially Aware Service and Sales
- Maximising Advertising and Marketing
- Profitable Promotions

Innovation in People Management

- Development through Delegation
- Managing Performance
- Leader as Coach
- Maximising Motivation
- Creating High Performing Teams

WHO WE ARE AND WHAT WE KNOW.

Partnering organisations since 1989, OMT Global's expertise is in establishing high performance cultures and developing key management resources. Our passion is for creating innovative and practical development solutions that deliver tangible and measurable results for your business.

Leveraging our multilingual platform and global team of experts, we can deliver Retail Accelerator™ in your local language, wherever you are in the world.



During a time of significant change for Lidl Ireland, working with OMT Global has allowed us to tap into their experience, innovation and cutting edge techniques to create a suite of best practice development programmes across all levels and areas of the business."

LIDL



We have used OMT again and again for three reasons: they work hard, they push us hard and they do both with an all-consuming sense of reality. Real Business and Real People could probably sum it up for us."

COCA-COLA



In looking to design, deliver and evaluate a global retail sales training programme for our 11,000+ employees worldwide, we chose OMT for their innovation, high quality, flexibility and speed. A partnership that is growing in strength and results."

DUFREY



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