

Graff Retail Presents:

3-Day Intensive Training Workshop for RETAIL DISTRICT MANAGERS

Power Communicating

Recruiting

Executing Plans

Improved Compliance on Standards

Managing
Gen Y

YOU, the Brand

Priority Management

Performance Coaching

Effective Store Visits

And much, much, more!

TORONTO
Feb 14 – 16th,
2012

One-Time
Only Offer!
Register By
Dec 1st and
SAVE \$300!



GRAFFRETAIL

driving retail performance

Get LEARNING

“Thank you again for putting on the seminar. It was priceless. I can not count the number of times I have used the tools we learned in the seminar.”



“Many thanks for assembling and executing this awesomely inspiring, energizing and motivational workshop!!”

“This program was by far the best I have taken in over 15 years in retail. Well done!”

“Practical, unbelievably informative and incredibly motivating. I can't wait to get back to my stores.”

“I loved the opportunity to network and learn from other Managers. This was an unforgettable and worthwhile 2 days!”



First Things, First!

- Let's be clear about what the top priorities are for every DM
- Are you being successful in your role? We'll examine how you can and should evaluate your success every month, each week and every day!
- Are you a 'task master', or are you actually driving the business?
- Discover what every other DM in the room is challenged by in their territories, and the solutions they've found to overcome them

Recruiting the Stars

- Finding talent is the DM's job ... not HR's!
- Creating a realistic, objective-based plan for each store, and for your region as a whole
- Learn the single most important thing you need to do starting today to ensure you always have a pipeline of talented candidates
- Walk away with a Bench Strength Analysis, Recruiting Forecaster and Candidate List

Executing The Plan

- Welcome to the 'plague' for most retailers ... actually executing all of those brilliant plans that come out every month
- Learn the 7 key things you need to put in place to succeed at executing your plans flawlessly
- Identify the most common pitfalls of plans failing ... and discover that as the DM you play the central role in eliminating them!
- Never again be caught with just good intentions, and only a half-implemented plan in your territory

Getting Compliance on Standards

- If you can't get compliance on your standards, you'll never succeed as a DM
- Learn the 5 keys to ensuring your standards are always complied with in your stores
- Discover the one thing that almost always causes non-compliance
- Learn what the other top retailers are doing today to ensure compliance and run better stores

Managing Gen Y

- Gen Yers are forcing every retailer to relook at how they hire and manage staff performance
- Discover what makes this new generation tick, and what totally turns them off!
- Begin to understand how you need to manage teams that comprise multiple generations
- Most importantly, learn strategies to attract, keep and inspire the talent you need

Get LEARNING



YOU” ... The Brand

- How do your staff see you? Are you projecting the ‘brand’ image you both want and need to portray in order to be heard and respected?
- Discover how to create your personal brand that inspires teams and drives staff performance
- Learn how you can clearly and directly get your points across, every time!

Performance Coaching

- You need to get the best performance out of every member of your team ... Performance Coaching shows you how!
- Learn how to have those difficult conversations with your staff when performance is below expectations
- Discover how delivering F.A.I.R. Feedback works to improve performance, and reduce your stress
- The 7 Guidelines you must follow for having every performance coaching discussion
- **BONUS:** You’ll receive our Troubleshooting Guide, a comprehensive guide to handling the most common staff problems

Priority Management

- You are supposed to complete 101 tasks every day, but you know you can only get half of them done ... so, which ones should you tackle? And how?
- Discover why the most successful DMs are masters of priority management ... they are the ones who seem to always get everything done and shine
- We’ll give you a practical, step-by-step plan for getting more done, in no more time, and still have a life

Power Communicating: Getting Your Point Across Every Time!

- Too many DMs struggle with getting their teams to listen and buy in to their ideas
- Learn proven tactics that help you structure your ideas and get them across every time
- You’ll walk away with 4 communication models that make it easy for you to present your ideas to your stores ... and your boss!

PLUS... Return From Purgatory: Your Case Study!

Get ready to put everything you’ve learned into practice. You’ll be assigned to a case study group to assess and fix the performance of your ‘devilish’ territory. There’s no better way to prove to yourself you can dramatically improve store performance.

You don’t want to miss this!

Who Needs to Get GRAFFED?

- District Managers
- Regional Managers
- Directors of Stores
- And... Store Managers who are ready to take the next step in their retail career

GRAFF GRADS

Geox	Sony
Blacks Photo	The Bay
Rogers	La Senza
Canadian Tire	Easyhome
Blockbuster	Winners
BC Liquor	Reitman’s
Tommy Hilfiger	Rexall
London Drugs	Mr. Lube
Warehouse One	Danier
Canada Post	Fido
Wireless Wave	Scotiabank
The Shoe Co	Ricki’s
Purdy’s Chocolate	Winners
Northwest Co.	Talbots
Shoppers Drug Mart	

call toll-free:
1.888.263.1835 or
1.905-842.1275

For more information.

Your TRAINERS

Graff Retail Inc.

For the past 20 years we've been working exclusively with retail chains across North America. We know two things: Retail and How To Drive Retail Results! We've designed this program specifically to address and solve the real life challenges facing retail territory managers. You can learn more about us at www.graffretail.com.



Kevin Graff

President, Graff Retail

Widely regarded as one of North America's best retail trainers and speakers, Kevin is described by those who attend his programs as informed, motivational, knowledgeable and dynamic. With over 20 years of retailing experience, Kevin knows the realities that Store Managers are facing daily and is ready to build solutions with you.

This isn't going to be a 'light and fluffy' program! Kevin will give it to you straight and challenge you every step of the way.



Linda Montalbano

Vice-President, Graff Retail

Straight forward. Entertaining. Real. Linda truly 'gets it!' With over 15 years of store operations experience, Linda speaks from her in-depth understanding of what it takes to drive store performance.

Prior to joining our team, Linda was the Vice President of Store Operations for Danier Leather and has earned a reputation for being perhaps the single best retail leader in the country.

Program Materials

You won't be going home empty-handed. You'll leave this workshop with a soundly researched, complete workbook; step-by-step guidelines for using the information you've just learned.

Canadian Retail Institute / Graff Retail Certificate

Because this is an accredited program, you'll be proud to walk away with a certificate for attending this program from The Canadian Retail Institute and Graff Retail Inc.



This program is recognized and supported by the Retail Council of Canada.

For further program details and to Register
call :1-905-842-1275 email: solutions@graffretail.com
OR go to: www.graffretail.com

3-Day Seminar
only \$1195

One-Time Only Offer (call in to register and save)

Save \$300

Register by Dec 1st, 2011

Your price only
\$895/person.

Early Bird Special
SAVE \$200

Register by Dec 31, 2011.

Your price only
\$995 / person.

RCC Member Rate
SAVE \$150

Your price only
\$1045 / person.

*Offer not valid in conjunction with any other discount and you must provide RCC member number.

Group Rate
Registering 5 or more people?
SAVE \$250

Your price only
\$945 / person

Where?

Crowne Plaza Toronto Airport
Right on the 'Airport Strip', close to restaurants and nightlife!
We even have free parking for you.

IMPORTANT INFORMATION

Registration opens at 8:30 a.m.
When you arrive at the venue, check the directory for the exact location of the seminar. Our registrars will greet you and get you everything needed to have a great 3 days!
We begin at 9:00 a.m. on the dot each day and wrap up at 5:00 p.m.

Lunch is provided.
You'll enjoy our 'no-sandwich policy'.