



## RCC TOOLS AND RESOURCES *to help improve your business*

Retail Council of Canada (RCC) is always looking for and developing ways to better serve its members. Below are some areas of opportunity for retailers to enhance their current strategies and appropriate RCC training tools and resources for you and your teams to leverage.

### I NEED HELP:

#### HIRING AND TRAINING MY STAFF:

- Order Retailer's Guides: *The Human Resources Series*
- Start with great staff. *Retailer's Guide: Refined Recruitment Toolkit* and *Tell Me about Yourself* tips for better interviews.
- Register for Canadian Retail Institute's First Level Sales Associate Program. Visit [www.retaileducation.ca](http://www.retaileducation.ca) to learn more
- Participate with your team at a free RCC Webinar on a range of topics such as government legislation and online marketing. Check out recorded versions of past events.
- Learn about industry standards with A Changing Landscape an analysis of emerging human resources trends.
- Evaluate your staff. *Retailer's Guide: Performance Management*.
- Reward your staff with savings on personal banking with RBC or RCC's employee group benefits program

#### MARKETING MY BUSINESS:

- Order Retailer's Guides: *The Marketing and Planning Series*
- Start developing your brand with NEBS. RCC members save up to 10% off brand development packages.
- Retailer's Guide: *Creative Advertising for Independent Retailers* gives tips specifically for independent business owners to market their store.
- Make your business more social. Attend RCC's social media webinars. Catch up on what you missed from Part 1 and register for Part 2 on May 25, 2011.
- Retailer's Guide: *Be a Brand Ambassador* gives steps to turn your customers and staff into brand ambassadors.

#### STAYING UP-TO-DATE ON THE RETAIL INDUSTRY:

- Log-in to our members-only website to get the most recent retail stats and member alerts.
- Sign up for CRI's industry recognized store manager certification to learn industry standards for effectively managing your retail business. Visit [www.retaileducation.ca](http://www.retaileducation.ca) for more information.
- Get connected with the RCC community of independent retailers on LinkedIn, Twitter and Facebook.
- Read *Canadian Retailer*. RCC's award-winning magazine features the latest in consumer research, retail trends, information about RCC's advocacy work, and profiles of people who define the retail industry.
- Attend RCC events. STORE 2011 includes a special series for the independent business owner.

#### SAVING MONEY ON MY BUSINESS EXPENSES:

- Order Retailer's Guides: *The Operations and Finance Series* includes great tips on working with accountants and buying smarter.
- Reduce your banking fees and get expert financial advice tailored for small business by switching to RBC Royal Bank. RCC members get special discounts.
- Sign up for discount processing with Chase Paymentech. RCC members get exclusive discounted pricing.
- Save up to 10% off branded business supplies with NEBS (May we suggest branded cheques to start spending some of the money you are saving)
- Save 2.5cents/litre on gas. Don't pay full price at the pump. RCC members save with an Esso Fleet Fuel Card.
- Click [here](#) to view a complete List of Cost Saving programs

*If you're interested in finding out more about Retailer Council of Canada training tools and resources, visit our website at [www.retailcouncil.org/training/](http://www.retailcouncil.org/training/) or call the association's Membership Team at (888) 373-8245.*

# BENEFITS MAP: MAKE THE MOST OF YOUR RCC MEMBERSHIP

