

Save the Date!

SUPERMARKET MANAGEMENT CLASS 2.0

Faculty: Harold C. Lloyd and Paulo Golezer, PhD.



Harold C. Lloyd
presents



RLI
RETAIL
LEARNING
INSTITUTE
BY Coca-Cola

May 7th – May 10th, 2018 | Holiday Inn Chicago O’Hare | Chicago, IL, USA

Are you passionate about your supermarket?

Does your store want to foster a culture that delivers efficiency, great service and innovation? Then, this program is for you! Join Harold, Paulo and industry experts for this unique 4-day class that blends group activities, online courses, pre and post-class webinars. This is the premier annual learning event for supermarket owners, managers, and supervisors.

Day 1	Day 2	Day 3	Day 4
<ol style="list-style-type: none"> Next 3 Years Creating a Great 1st Impression Merchandising Magic In Search of Fresh 	<ol style="list-style-type: none"> Drilling Down for Sales Supermarket Rules Resuscitating Center Store Sales Asset Protection: The Art and Science 	<ol style="list-style-type: none"> Am I the Leader Help Wanted... Employee’s 1st 30 Days Achieving Superior Customer Relations 	<ol style="list-style-type: none"> The characteristics of an effective work culture How to proactively manage an effective store culture The learning difference Best practices in supermarket training



Pricing

Early Bird Registration - \$995 (by March 30th)
Regular Registration - \$1,295 (after March 30th)

Group Discount

Register 9 attendees and the 10th attendee is free.

Price does not include travel, hotel or meals.

How to Register:

Online: Click the [Registration link](#) to complete the form.

Phone: (773) 695-2611

Email: info@retaillearning.org

Mail: 8745 W. Higgins Rd., Ste 350, Chicago, IL 60631

Hotel: [Make a Reservation](#) - \$110/night + taxes

Use code “RLI” for discounted rate

Pre-Class Webinar

Faculty and attendees will meet for the first time online to discuss:

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| <ul style="list-style-type: none"> • SMC 2.0 blended learning approach • Online courses, assignments, and recommendations | <ul style="list-style-type: none"> • Class logistics • Q & A |
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Day 1

<p>The Next 3 Years...Strategize or Agonize The old adage goes, "To Fail to Plan is to Plan to Fail". With all the new retail formats encroaching on "your" turf there might never be a more appropriate time to consider a serious attempt at Strategic Planning.</p>	<p>Creating a Great 1ST and LASTing Impression The 1ST and LASTing Impression of your business has almost nothing to do with the products or services you sell. In fact, a large part of your business' image is formed, out in the parking lot and near the front entrance.</p>
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<p>Merchandising Magic 3.0 Millions of customers enter our stores each week. Advertising, habit, and impulse bring them in but what makes them stay?</p>	<p>In Search of Freshness (Store-wide) How do customers define "Fresh"? What are they looking at when they judge a store "really fresh" or "not exactly?"</p>
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Day 2

<p>Drilling Down For Dollars This session drills down through 3 levels of effort: Easy, Moderate, and Involved. The good news is that all of the ideas work and require little more than a passion for retailing, and a desire to try something new.</p>	<p>Joe Laufenberg – Senior Director Asset Protection – Skogens Festival Foods Bill Alford – President – International Lighthouse Group</p> <p>Asset Protection – The Art of Science Joe and Bill are Asset Protection experts and they are going to share best practices in five critical areas of protecting your profits, people and your business.</p> <ul style="list-style-type: none"> • Front Door – POS and Front End • Emergency Preparedness • Shoplifting • Safety • Backdoor
<p>What's Causing the Center Store Sales Slump? ...and How to Address It. Sure, the internet and Walmart have been powerful changing forces to our "Center Store" market share over the last several years. But our own inability to be more creative in how we merchandise what everyone sells is, without a doubt, a root cause.</p>	

Day 3

<p>Am I The Leader I Need To Be? Genuine Leaders excel in 10 distinct and measurable areas. This seminar clearly identifies the 10 common qualities Genuine Leaders tend to possess.</p>	<p>Supermarket Rules! Harold Lloyd's newest book, "Supermarket Rules" which contains 52 illustrated principles to grow sales and profits while enhancing the shopper's experience.</p>
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<p>Employee's 1st 30 Days Help Wanted... Achieving Superior Customer Relations</p>	<p>Creating your Listening Culture – Doug Madenberg</p>
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Day 4

Great retailers increasingly recognize a dysfunctional culture could interfere with performance. This session will address how you could proactively manage a culture's evolution, taking into consideration that a quick, wholesale culture change is impossible. What occurs while no one is looking matters significantly in the grocery business.

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| <ul style="list-style-type: none"> • Why is store culture important? • What are common characteristics of an effective work culture? • What are the best methods for proactively managing an effective store culture? • What is the role of a leader? What are the most effective leadership skills? | <ul style="list-style-type: none"> • How can leaders promote change? • How does learning affect growth? • How do new technologies affect working and learning? • What are the most effective methods for improving knowledge retention and optimizing the formation of memory? • What are the best practices in supermarket training? |
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Post-Class Webinar

Join your faculty and classmates online for this retrieval webinar. After a few weeks back at work, it is critical to retrieve the information from the class during this event. We will review the class topics, actions and development plans. This webinar is the official closing of the SMC 2.0.