

SUPERMARKET MANAGEMENT CLASS 2.0

May 7th – May 10th, 2018 | Holiday Inn Chicago O'Hare in Chicago, Illinois, USA

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



Harold C. Lloyd
Presents



RETAIL
LEARNING
INSTITUTE
BY Coca-Cola

Partners:



Are you passionate about your supermarket?

Does your store want to foster an engagement 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.

Monday - Day 1	Tuesday - Day 2	Wednesday - Day 3	Thursday - 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"> What are the characteristics of an effective work culture? How to proactively manage an effective store culture The learning difference Best practices in supermarket training
Evening Activities			
Sunday Welcome Registration (NGA Sponsored)	Monday Group Activity	Tuesday Store Tour	Wednesday Closing Mixer (FMI Sponsored)



Early Bird Pricing

If you register by **Friday, March 30th** pay only **\$995 USD**.
After March 30th regular price is **\$1,295 USD**.

Group Discount

Register 9 attendees and the 10th attendee is free.

Register

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

Phone: (773) 695-2611

Email: info@retaillearning.org

Mail: 8745 West Higgins Road, Chicago, Illinois 60631

Pre-Class Webinar

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

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

Day 1

The Next 3 Years...Strategize or Agonize
 "To Fail to Plan is to Plan to Fail" the old adage goes. 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.

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.

Merchandising Magic 3.0
 Millions of customers enter our stores each week. Advertising, habit, and impulse bring them in but what makes them stay?

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?"

Day 2

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.

JOE LAUFENBERG – Senior Director Asset Protection – Skogens Festival Foods
BILL ALFORD – President- International Lighthouse Group

Asset Protection – The Art of Science
 Bill and Joe are Asset Protection experts and they are going to share best practices in five critical areas of protecting your profits, people and your business.

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.

- **Front Door – POS and Front End**
- **Emergency Preparedness**
- **Shoplifting**
- **Safety**
- **Backdoor**

Day 3

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.

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.

Employee's 1st 30 Days Help Wanted... Achieving Superior Customer Relations

Creating your Listening Culture – Doug Madenberg

Day 4

Great retailers increasingly recognize that 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 in significantly in the grocery business. Please join us to discuss.

- | | |
|--|--|
| <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? |
|--|--|

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 learnings from the class during this learning event. We will review the SMARREST Goals, actions and development plans. This webinar is the official closing the SMC 2.0.