



## **BACK TO BASICS TRAINING COURSE OVERVIEWS FOR FOOD OPERATORS**

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*The Course Overview lists the highlights of each Course*

### **COURSES INCLUDED:**

- 1. Professional Success Behaviours for all the Team**
- 2. Exceptional Service and the Actions which Destroy It**
- 3. Service and Sales for Food Retailers**
- 4. Visual Presentation for Food Retailers**
- 5. Strategies to handle Increased Retail Competition**
- 6. Service and Selling for Christmas Casuals – Food Stores**

**NB Please note that there are many Retail, Management and Leadership Courses in our Program which would be relevant for your Team – these are simply Key Courses in the specific area of Skills for Food Retailers**

**Don't forget to take advantage of our Gold Card Offer – just \$1500 plus GST for 10 Course Tickets to use at any time over the next 2 years! A tremendous saving of \$2,000 and with 50 different Courses to select from, relevant to all Organisations. Call us now so you don't miss out!**

# **BACK TO BASICS TRAINING ... COURSE OVERVIEWS**

## **COURSES FOR THE FOOD RETAIL PROFESSIONAL**

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### **PROFESSIONAL SUCCESS BEHAVIOURS FOR ALL THE TEAM**

- It isn't just the skills you have, it's your attitude and behaviours that influence your success at work and thus, your future. This is a great Course for motivating Team Members and having them understand professionalism and key behaviours for success
- Defining and exceeding the expectations others have of you
- How to consistently be positive, proactive and enthusiastic
- The importance of taking initiative and making things happen
- Adopting a customer service approach with everything you do, even if your customers are other team members
- Working effectively with other team members and building a sense of team spirit and alignment with the culture
- Managing time frames, stress and deadlines in a productive way
- Strategies to enable you achieve better results and performance
- Learning how to monitor and take charge of your own behaviours so that you understand and start to really maximise your potential

### **THIS COURSE PARTNERS VERY WELL WITH ...**

### **EXCEPTIONAL SERVICE AND THE ACTIONS THAT DESTROY IT**

- Exceptional service is based around the premise of "making the customer's day". A focus on providing service that is extraordinary has shown us time and again that this is what customers respond favourably to, with their money and with repeat and referral business
- The aim of this Workshop is to have your Team look at customer service and satisfaction in a new light and come back re-motivated and re-energised with new ideas for service
- We'll cover the Net Worth of a customer so that your team understand why customers are the most important asset we have in the business and what impact their attitudes have on day to day results
- Analysing the key factors in the Buyer Utility Map and Buyer Experience Cycle to determine where our opportunities are
- Analysing and preventing the actions, the systems and the processes that destroy exceptional service
- Analysing and preventing the attitudes, the behaviours and the beliefs that destroy exceptional service
- Doing the things that help us stand out from the crowd!

# BACK TO BASICS TRAINING ... COURSE OVERVIEWS

## COURSES FOR THE FOOD RETAIL PROFESSIONAL

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### SERVICE AND SALES FOR FOOD RETAILERS

- Service and selling are very important skills for all Team Members involved in a Food Retail business as there is so much more involved than simply taking a customer's order
- Contrast the difference in food operations even in the one food court and you'll understand why customers tend to frequent the stores where the service is fantastic, where the team recognise you, where the quality of food, food preparation and food presentation is excellent and where some-one is interested in providing you with the total solution
- Branding and high TV exposure may help draw crowds initially but when you are in Centres as much as we are, you'll soon see that it's the stores where everyone is professional and service focused that draw the most customer loyalty and the biggest sales
- This is an excellent Course to send your team to, whether you have a fast food business, a café or a fresh food operation – they will leave knowing all the critical service, selling and communication essentials that are vital to attracting and keeping customers, as well as adding great value to the business

### THIS COURSE PARTNERS VERY WELL WITH ...

### VISUAL PRESENTATION FOR FOOD RETAILERS

- Most of the time we never stop to see our store as a customer sees it which is why we don't take advantage of the many techniques available to us to increase our sales through visual presentation
- We'll start with developing an understanding of how and why the store/ counter should be laid out to maximise sales and how to work effectively with what you already have
- Your team will learn how to recognise the hot spots in the store/ counters and how to maximise the return from every area
- We'll cover points that are essential for a great customer experience, such as colour, lighting, food presentation, ticketing, housekeeping, and discuss ways to influence the customers' buying decisions by making a stronger impact with these
- Your team will take away some great tools to use on a regular basis and will be motivated to come back and try all the new ideas they've gained – this is a fabulous Course for everybody!

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## **COURSES FOR THE FOOD RETAIL PROFESSIONAL**

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### **THIS COURSE IS A MUST FOR ALL FOOD RETAILERS ...**

#### **STRATEGIES TO HANDLE INCREASED RETAIL COMPETITION**

- All of us in Retail know that terrible feeling of worry when another Retailer or a new/ improved Shopping Centre opens close by ... what can we do, how do we ride the tough times out, what options do we have to keep our business booming?
- This Course is a very popular Short Course for retailers across the board because it provides specific, practical strategies to teach you how to battle the competition and come out fighting – the points are relevant for food operators as well as specialty stores
- Some of these strategies and ideas are long term but most just need immediate action and don't require much in the way of dollars – just a willingness to make something happen
- Even if you are not dealing with the threat of new competition, existing competition is all around us and we'd recommend that you put this Course near the top of your list – all of us need reminding about the myriad of little things we can do to make our business stand out from the crowd

#### **SERVICE AND SELLING AT CHRISTMAS FOR FOOD RETAILERS**

- The aim of this Course is to quickly and affordably introduce your Christmas Casuals to the standards and expectations of them in their role so that they can perform at their best. Indeed, many of our clients are taking multiple Gold Cards so that they can send their Christmas teams to this year's sessions as well as planning for next year – something to think about while the offer is available!
- We'll cover the absolute musts of customer service for foodies – efficiency, professionalism and friendliness ... as well as the steps of the sale that ensure the best possible results for both the customer and the business
- Other critical aspects of Christmas Food Retailing, such as smiles, positive attitudes, personal appearance, housekeeping, all aspects of security, cash handling, food quality, handling and preparation and giving customers a wonderful experience are included to make this a comprehensive and motivational Course for all your Christmas Casuals!