Retail Marketing Fundamentals:
Strategies for Winning in an OmniChannel World

Understand the key areas for retail success, and discover how some of the world’s greatest retailers leverage these areas to win.

**SEEC Moments of Insight** include:

- Understanding “The Experience Economy” and uncovering and addressing gaps between service expectations and delivery.
- How employees can build (or destroy) a retail brand, and how to hire to organizational values and culture.
- How atmospherics can drive instore sales and when to be consistently on-brand versus when to be effectively local.

**Our Participants Say About SEEC Programs:**

"I valued the combination of theory and hands on application of the strategies provided to us."
Jacqueline McAskill, Product Manager, LCBO

"The course is well structured with enough material to provide in depth knowledge as well as methods to apply the material taught."
Sharma Munish, Process Improvement Manager, Loblaws Companies Ltd.

"This course will truly help improve the way I manage my team in the future."
Karen Leung, Operations Manager, Shoppers Drug Mart

"Great content-presented in an easy to understand format with enough challenges/activities to help really bring the message home."
Ron Kornblum, Director, Walmart

Register for a Upcoming Session:
June 12 - 14, 2017
October 2 - 4, 2017

Register Today / Complete Details
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An Overview: Retail Structures and Strategies

The primary strategies top retailers use to win

Retailing in an omnichannel world

Nontraditional retail structures, and when they can be used effectively

The key retail metrics to understand

Identifying & Understanding Your Retail Consumer

Leveraging data to understand your consumer and their needs

Using “Moments of Truth” to reach and influence your audience

The Essential Elements of a Retail Brand

The three factors that lead to strong brand equity in retail (and the one that’s most important)

Brand Identity versus Brand Image, and how to ensure they are aligned

Dealing with Detractors: how brands can capitalize on “haters”

The Art & Science of Category Management

The principles of effective category management

How to determine your optimal product mix

How private label can play a role in your retail strategy

Pricing & Promotion

How to determine your optimal pricing strategy

How retail prices impact your store’s image

How to use sales promotions (and when NOT to use them)

Effective Store Layout & Design

There’s lots more content! Visit us online to review what you will learn.

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Overview of Learning

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Registration Fee:

$2,950 + applicable taxes

More Questions? Get in Touch!
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