

DRM – Developing the Retail Mindset.

Born out of a need to assist and train front line managers in essential retail techniques and practises.

The redundant word here is in fact Retail – the most important lesson to learn from the training/interventions is how to DEVELOP a retail MINDSET – and what to do when you start to achieve that.

In the food service environment we have a typical increase in sales of between 10 to 15% after the course completion

Topics Covered

- Menu Engineering
- Merchandising and practical methods to do so
- Menu (visual) compilation and layout
- Pricing – strategic thinking to drive sales
- Local Store marketing – indoor and outdoor
- Promotions and organic sales growth
- Identification of new sales opportunities

This is a course that was conceptualised, compiled and trained by The Prophet Margin and has been run for the last 10 years.