



## Coaching, Training Developing the Retail Manager: Retail Consulting Skills for Store Managers

By Msm Richard Bell

Createspace, United States, 2013. Paperback. Book Condition: New. 228 x 152 mm. Language: English . Brand New Book \*\*\*\*\* Print on Demand \*\*\*\*\*.Retail managers spend a large part of their day putting out fires. They chase problems and apply quick, immediate solutions. The solutions do not typically consider the whole system or surrounding areas that may be impacted. The solution, in essence, may create additional problems down the road or may not resolve the underlying issues of the problem. When problems arise, a Store Manager asks, How Do I fix this problem now? A Retail Consultant asks, What does the problem really mean? A Retail Consultant is a professional trained to look beneath the surface of problems. They collect data, observe established norms and behaviors as well examine contributing factors below the surface in regards to problems and dysfunctional environments. The bad news, your company will probably never offer you the support and expertise of problem solving through a consultant. The good news, a Store Manager can be the Retail Consultant for their store. This book covers the six main identifiers that contribute to a Store Managers understanding of a retail business. They include business performance, customers, employee/ environment, presentation/...



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