

Spring 2012 AIR Institute Schedule

Sessions will be held consecutively with the following scheduled dates:

Sheridan: Monday nights beginning March 19-May 7 from 6:00 pm –8:00 pm at the Sheridan College Main Street Office.

Buffalo: Thursday morning beginning March 22 –May 10 from 8:00 am until 10:00 am at the Sheridan College in Johnson County Office.

Gillette: Tuesday nights beginning March 20 –May 8 from 6:00 pm –8:00 pm at Gillette College Main Building.

Cost: \$49.00 each session or \$299.00 for all 8; save 50% for each additional participant from the same company.

Note: This training may qualify for Wyoming Workforce Development Training Funds. If interested in more information, please contact us at 307-674-6446 X 4502

To Register for one or all of the AIR Institute Sessions:

Phone: 307-674-6446 X4500 or
307-686-0254 X4500

In Person: 235 Main Street, Buffalo,
171 N. Main Street, Sheridan, or
300 West Sinclair, Gillette

Email: wtd-registration@sheridan.edu

Fax: 307-674-3365

Questions? Contact NWCCD at 307-674-6446 X 4500 or kstclair@sheridan.edu

A Breath of Fresh **AIR**

Like a breath of fresh air, a change that feels good for the better and makes everything new and exciting, the Advantage in Retail Institute is designed to provide quality instruction, how to's, and information to help retail owners, managers, and employees:

- * make positive, exciting changes to their work environment
- * help their business grow their own bottom line
- * provide the customer service their customers expect

Just like man, a business can not live without :

AIR!

Northern Wyoming Community College District—Center for Workforce and Community Education

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Sheridan, WY 82801-1500
307-674-6446 X 4502



300 West Sinclair
Gillette, WY 82718
307-686-0254 X4502

Find us on Facebook at Center for Workforce and Community Education at NWCCD



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A Breath of Fresh
AIR
Advantage In Retail



Workforce Development
Sheridan • Johnson • Campbell
*Northern Wyoming Community
College District*



Advantage In Retail

The Advantage in Retail (AIR) Institute provides key business strategies, know-how and materials to help any retail business grow through visibility, increased number of customers, heightened customer satisfaction, motivating employee development, coordinated back office management and decisive retail procedures.

The Advantage in Retail Institute consists of 8 –two-three hour independent sessions.

Materials included with each session : handouts, sample worksheets, templates, forms, checklists, and a few surprises.

Participants who attend all 8 sessions will receive an Advantage in Retail Institute Certificate of Complete from Northern Wyoming Community College District—Center for Workforce and Community Education. But more importantly, participants will gain substantial knowledge to help grow your retail business.

AIR Sessions

Session 1: Customer Service/Creating a Fun Place to Work

Without customer service, businesses can not expect to grow and thrive. We will focus on how to create the right atmosphere for your business. We will focus on customer service, policies and procedures, communications, building relationships, creating positive attitudes, responding to difficult customers, and some business FUNDamentals.

Session 2: Back Office Management Skills

Not all managers are leaders . . . we will take a positive, customer focused approach to managing your business, including stress and time management relating to personalities, and networking and communication skills,

Session 3: Retail Procedures

Developing and following properly planned retail procedures will help to enhance store operations. We will visit opening and closing procedures, scheduling, and stockroom and inventory organization and more.

Session 4: Employee Development/Emphasis on Selling

Having the proper employees on the payroll is critical to the success of any business, we discuss hiring and training new employees, coaching under performing employees, developing accountability standards and how to discipline and sadly terminate employees who don't perform.

Session 5: Marketing—including Social Media

Without marketing plans, it can be overwhelming. We will focus on the basics of marketing—how to get new customers and keep loyal customers; how to drive more traffic to your store using traditional marketing methods as well as email and social media marketing.

Session 6: Visual Merchandising

A shopping experience involves all senses and many emotions. We will visit the art of visual merchandising including color, sounds, lighting, displays, layout, signs, and fonts -what does your store say to your customers?

Session 7: Inventory Control and Management

Do you have enough inventory? Are your stockrooms too full? Do you have the proper variety/range of merchandise? We will help you answer these questions as well as discuss how to know when to order, markdown and pricing strategies, determine vendor sales.

Session 8: Financial Management—Retail Math

Math—yikes, we will help to take the mystery out of retail math with financial basics, reporting and analysis, record keeping, making change, and budgeting for a sound future.

