

## **SALES & RETAIL COACHING PROGRAM ©** **FUNDAMENTALS (Level 1)**

*Retail Coaching is the Professional Coaching method applied to the world of Retail and Hospitality, which includes stores, hotels, restaurants, banks, dealerships and other sectors. The aim of this method is to have teams more engaged and thus increase sales and customer satisfaction.*

### **CONTEXT**

The world of retail, where everything moves at 100 km an hour, is very demanding and in the midst of a major transformation. In this context, how can we ensure that our customers are delighted? Our Retail Coaching teaches the techniques necessary for managers to get the best out of each of their employees, boosting their self-esteem and sales effectiveness. We use professional coaching tools to create motivated and committed teams, resulting in increased sales.

### **OBJECTIVES OF THE PROGRAM**

To train managers to develop their coaching skills so that they become retail coaches and drive excellent customer and employee experiences.

The CapKelen Retail Coaching Program Level 1®, allows the managers to develop their leadership qualities; to manage both the individual and collective talents within their teams. Managers will learn how to coach their employees to help them reach their best level and achieve results on KPIs, generated by the increased confidence that comes with coaching.

This program is accredited by the ICF (International Coaching Federation) as CCE (Continuing Coaching Education).



International  
Coaching  
Federation



# LEARNINGS

The main competences developed with this Program are:



Accompany and  
empower  
employees



Improve  
communication



Improve listening



Gain commitment  
from your teams



Develop Sales  
Culture



Learn to work  
in "excellence"  
mode



Motivate your  
teams and  
recognize talent



Apply your new  
skills to real  
life situations



Develop your  
leadership style  
as a  
manager-coach



Improve quality  
in customer  
service

## CYCLE 1

- ¬ How to achieve extraordinary results (KPIs)
- ¬ Basic coaching principles
- ¬ Feedback
- ¬ Retail Games

## CYCLE 2

- ¬ Sales Coaching
- ¬ Sales Feedback  
Coaching with a client
- ¬ Meeting and Briefing

## CYCLE 3

- ¬ Coaching difficult cases
- ¬ Conflict management
- ¬ Priority management
- ¬ Vision and action plan
- ¬ Exam

## PARTICIPANTS

The program is designed for companies wishing to train their managers in professional coaching techniques to develop their own skills and those of their teams. This program enables you to establish an internal coaching culture both as a management style and as a sales culture, to achieve extraordinary results, both personally and professionally.

Aimed at managers at all levels who lead teams (top & middle management) or are in direct contact with customers: General Managers - Operations Managers - Regional Managers - Store Managers - Central Services - Sales Managers.

No prerequisites.

**Accessibility:** The customer must inform the training organization of any trainee(s) with special needs.



## DIPLOMA

At the end of the Program, provided that participants have met the attendance requirements, completed the assignments, and passed the exam, they will receive the Sales & Retail Coaching Program – Fundamentals (L1) diploma, accredited CCE by ICF, corresponding to 35 ICF core competencies.

## DURATION OF THE PROGRAM

The total duration of the Program is **3 months**

- ¬ **21 hours of teaching** divided into 3 onsite or remote training sessions by an accredited CapKelenn Coach. During the training sessions, the participants will learn the basic tools and principles of coaching.
- ¬ **3 individual coaching sessions** of one hour each conducted by an accredited CapKelenn Coach, to accompany the student on the Retail Coaching Method.
- ¬ **5 hours of individual and group** assignments between cycles.
- ¬ **5 hours on the online platform “CapKelenn Campus”** where the student works (whilst supervised by the trainer and coach) on the syllabus and the additional training resources.

## ACCREDITED CAPKELENN COACHES AND TRAINERS

Our coaches and trainers are authorized CapKelenn Retail Coaches, with a professional coaching certification and a vast recognized experience in retail and hospitality.

### LANGUAGES

This Program is available worldwide in the following languages: Spanish, French, English, German, Portuguese, Italian, Chinese, Japanese, Korean. Should you need the Program in another language, please contact us.

### DATES AND PRICES

The dates are selected in agreement with the customer, and a minimum access period of two weeks is required. Please contact us for price information.

After completing Sales & Retail Coaching Program – Fundamentals (L1), participants may continue their development journey with **Sales & Retail Coaching Program – Sustainable Performance (L2)**, deepening their coaching mastery and acquiring an additional 29 ICF core competencies to embed sustainable performance.

### CONTACT US AT

[info@capkelenn.com](mailto:info@capkelenn.com)