Advanced Retail Leadership and Customer Service Excellence Training Course



30 Nov - 04 Dec 2026

Casablanca

4500 € (Per Person)

Ref: #CUS8761_290822

Course Introduction / Overview:

This comprehensive training course is designed to transform retail managers into visionary leaders capable of navigating the dynamic landscape of modern retail. In an industry where customer experience (CX) is the ultimate differentiator, effective leadership is paramount. This program delves deep into the core principles of retail service leadership, moving beyond traditional management techniques to foster a culture of excellence and customer-centricity. Drawing upon foundational concepts explored by experts like Paco Underhill in his seminal work, "Why We Buy: The Science of Shopping," this course bridges the gap between understanding customer behavior and leading a team to meet and exceed those expectations. Participants will explore a holistic curriculum covering everything from operational excellence and financial acumen to advanced team motivation and coaching strategies. At BIG BEN Training Center, we have crafted a learning journey that equips leaders with the skills to manage inventory, drive sales,
and master the art of creating memorable customer interactions, ensuring their teams are engaged, productive, and aligned with the strategic goals of the organization in an evolving omnichannel retail environment.

Target Audience / This training course is suitable for:

- Retail Store Managers.
- Assistant Store Managers.
- Department Supervisors.
- Retail Team Leaders.
- Shift Supervisors.
- Aspiring retail managers and high-potential employees.
- Multi-store or Area Managers.
- Franchise Owners and Operators.
- Customer Experience Managers in a retail setting.

Target Sectors and Industries:

- Fashion and Apparel Retail.
- Electronics and Technology Stores.
- Supermarkets and Grocery Chains.
- Luxury Goods and High-End Boutiques.
- Home Goods and Furniture Retail.
- Pharmaceuticals and Drugstores.
- Automotive Dealerships and Parts Stores.
- Hospitality and Food Service Retail.
- Government agencies and public sector retail operations.
- Telecommunications and Service Providers.

Target Organizations Departments:

- Retail Operations.
- Sales and Customer Service.
- Store Management.
- Human Resources and Training.
- Merchandising and Buying.
- Marketing and Brand Management.
- Loss Prevention and Security.
- Franchise Management.

Course Offerings:

By the end of this course, the participants will have able to:

- Develop a modern leadership style suited for the dynamic retail environment.
- Implement strategies to create an exceptional and consistent customer experience.
- Master effective communication and conflict resolution techniques for both customers and staff.
- Apply financial acumen to manage budgets, interpret performance metrics, and drive profitability.
- Coach, mentor, and motivate retail teams to achieve peak performance and engagement.
- Optimize store operations, including inventory management, visual merchandising, and loss prevention.
- Lead change initiatives effectively, adapting to new technologies and market trends.
- Formulate and execute a customer-centric service strategy across all touchpoints.
- Analyze retail data to make informed decisions and improve store performance.
- Build a resilient and high-performing team culture focused on service excellence.

Course Methodology:

The training methodology at BIG BEN Training Center is designed to be highly interactive, practical, and engaging, ensuring that participants can immediately apply their learning in a real-world retail setting. We move beyond theoretical lectures to a blended learning approach that emphasizes experiential activities. The course incorporates in-depth case studies of successful retail leaders and brands, allowing participants to analyze complex scenarios and develop strategic problem-solving skills. Interactive group discussions and brainstorming sessions encourage the sharing of diverse perspectives and experiences, fostering a collaborative learning environment. A significant portion of the training is dedicated to role-playing exercises that simulate challenging customer and employee situations, providing a safe space to practice communication, conflict resolution, and coaching techniques. Participants will also engage in team-based projects to develop and present retail improvement plans. Our expert facilitators provide continuous, constructive feedback throughout the course, ensuring a deep and lasting understanding of retail service leadership principles. This hands-on approach guarantees that leaders leave not just with knowledge, but with the confidence and skills to drive tangible results.

Course Agenda (Course Units):

Unit One: The Foundations of Modern Retail Leadership

- Defining the role of a leader versus a manager in retail.
- Exploring different leadership styles and their impact on team performance.
- Mastering effective communication for clarity and motivation.
- Building a positive and productive team culture from the ground up.
- Principles of emotional intelligence for leading diverse teams.
- Time management and prioritization for the busy retail leader.
- Setting clear goals and expectations for individuals and the team.

Unit Two: Architecting the Superior Customer Experience

- Understanding the modern customer journey and expectations.
- Developing and implementing exceptional customer service standards.
- Techniques for active listening and empathetic customer engagement.
- Strategies for handling difficult customers and service recovery.
- Building customer loyalty and creating brand advocates.
- Mapping the customer experience across physical and digital touchpoints.
- Using customer feedback and data to drive service improvements.

Unit Three: Driving Operational and Financial Excellence

- Key performance indicators (KPIs) for retail success and how to track them.
- Fundamentals of retail financial acumen, including P&L statements.
- Effective inventory management and stock control techniques.
- Principles of visual merchandising to maximize sales and appeal.
- Implementing robust loss prevention and security strategies.
- Optimizing workforce scheduling and staff productivity.
- Ensuring compliance with health, safety, and operational standards.

Unit Four: Coaching and Developing a High-Performance Team

- The leader's role as a coach and mentor.
- Techniques for effective on-the-job training and development.
- Conducting impactful performance reviews and feedback sessions.
- Strategies for motivating and engaging retail employees.
- Managing underperformance and addressing behavioral issues constructively.
- Identifying and nurturing future leaders within the team.
- Delegation skills for empowering staff and fostering growth.

Unit Five: Strategic Leadership and the Future of Retail

- Navigating the challenges and opportunities of omnichannel retail.
- Leading through change and technological disruption.
- Developing a strategic mindset for long-term store success.
- Fostering innovation and continuous improvement within the team.
- Crisis management and resilience planning for retail leaders.
- Personal leadership branding and professional development.
- Creating a personal action plan for implementing course learnings.

FAQ:

Qualifications required for registering to this course?

There are no requirements.

How long is each daily session, and what is the total number of training hours for the course?

This training course spans five days, with daily sessions ranging between 4 to 5 hours, including breaks and interactive activities, bringing the total duration to 20 - 25 training hours.

Something to think about:

In an era of increasing automation and e-commerce, how can a retail leader cultivate a human-centric store environment that technology cannot replicate?

What unique qualities does this course offer compared to other courses?

This course distinguishes itself by adopting a holistic and forward-thinking approach to retail leadership, moving beyond siloed training on individual tasks. Unlike programs that focus solely on operational metrics or generic leadership theories, this curriculum intricately weaves together the critical pillars of modern retail success: people, operations, and customer experience. It provides a unique synthesis of psychological principles for team motivation with the practical, data-driven realities of financial and inventory management. The content is deeply rooted in the current retail landscape, directly addressing the challenges of omnichannel integration and digital transformation, preparing leaders not just for today's store but for the retail environment of tomorrow. Furthermore, the emphasis on a coaching-based leadership style is a core differentiator. Participants learn not just how to manage, but how to develop and empower their teams, creating a sustainable culture of high performance and engagement. The course prioritizes strategic thinking, encouraging leaders to become business owners of their stores, capable of analyzing complex situations and making autonomous, value-driven decisions that foster long-term customer loyalty and profitability.