



EDCONSULT, LLC

Strategize. Organize. Actualize.

Retail & Sales Courses

Representing your Business
Awareness, Approach and Greeting
Qualifying Customer Value
Understanding the Buying Imperative
Offering a Benefit
Associated Sales
Quoting and Follow-up
Merchandising the Store
Store Layout and Traffic
Right-sized Customer Service
Mystery Shopping
Category and Product Cost Benefit
Key Performance Indicators I - sales
Key Performance Indicators II - the store
Key Performance Indicators III - the business
Increasing Profitable Sales
Building the Sales Report
Managing Inventory Turns
Reducing Shrinkage
Maximizing the Supply Chain
Email Marketing
Ecommerce that Supports the Store
Online Ordering and Drop Ship
Marketing (Place – Customer convenience and distribution models)
Marketing (Product – What the customer wants and what you want)
Marketing (Price – Elasticity and the marketing strategy)
Marketing (Promotion – Telling the right story to the right people)
Principles of Management Accounting
Break even calculations
Team Building & Culture
Identifying Leadership
EQ – Emotional Intelligence
Achieving Goals through People