



TOP DECK CONSULTANCY®

# Training Development Programme

INSPIRE | ENRICH | MOTIVATE



BRAND  
STATEMENT

At Top Deck Consultancy, we are passionate about empowering your team to deliver results. We offer bespoke training programmes for a cross section of industries that are motivational, inspiring and designed to deliver measurable improvements to your brand.

The more knowledge your team have, the more empowered, motivated and inspired they will be to deliver success.

INSPIRE  
ENRICH  
MOTIVATE

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TOP DECK CONSULTANCY\*



OUR  
PHILISOPHY

A well trained and empowered team can deliver exceptional results for your brand. By creating a safe and inclusive environment, your team will feel **supported** and **empowered** to discover new and exciting ways of thinking about their role and their contribution to the **success** of your company.

Through creative workshops, coaching and mentoring, we will inspire, enrich and **motivate** your team to build lasting success and work with a clear strategy that is **efficient** and fun.

INSPIRE  
ENRICH  
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# HOW THE RETAIL TRAINING DEVELOPMENT PROGRAMME WORKS

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We collaborate with esteemed landlords who see the value in investing in their retail, hospitality and leisure experiences.



We provide eight, three hour training sessions per month for your tenants and their teams to attend. The months we propose to offer the training sessions are February, March, April, May, June, July, September and October,. This will ensure we impact peak trading opportunities. .



The bespoke trainings sessions run from 9am-12 noon and 1-4pm to fit in with the retail, hospitality and leisure staffing patterns and peak trading times.



We offer a wide range of training modules to empower the team to deliver excellence and to ensure the customers experience is elevated, driving footfall and ensuring loyalty from those who visit.



# TRAINING SUPPORT

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We offer a wide range of bespoke training modules designed to positively impact the retail, hospitality and leisure sectors including:



The customer experience



Cultural Sales Training



Preparing for peak trading



Maximising sales through tax free shopping



How to sell



Maximising the customer relationship



Recruitment



Coaching and feedback



Maximising your opportunities on offer (Landlords)



# KPI MEASURABLE FOR THE LOCATION

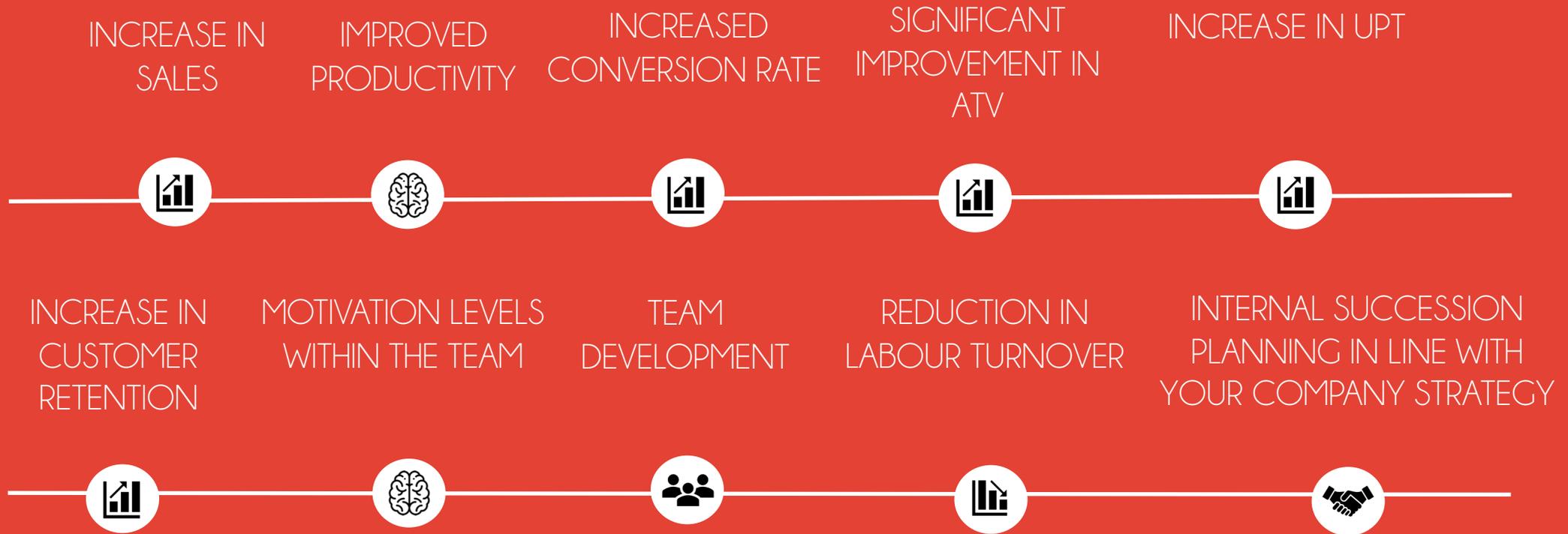
Examples of The Key Performance Indicators we assess our training against:



*This is not an exhaustive list, so if you have a requirement that is not listed above, please contact us.*

# KPI MEASURABLE FOR THE RETAIL, HOSPITALITY AND LEISURE SECTORS

Examples of The Key Performance Indicators we assess our training against:



*This is not an exhaustive list, so if you have a requirement that is not listed above, please contact us.*



# INDUSTRY TALKS

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We provide **quarterly industry talks on** trends and activities that are impacting the UK retail, hospitality and leisure sectors.

We welcome brands 'in-house' teams to attend.

We offer breakfast talks from 8am-9.30am.

Evening talks from 6pm-7.30pm.



# INDUSTRY TALKS

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Shopping trends for  
Chinese customers



Shopping trends for  
Middle Eastern customers



Preparing for peak  
trading



The power of inspiring  
your team



Empowerment and  
how to do it right



Emerging international  
trends



The importance of  
creating an experience



The value of knowing your  
stuff



Getting recruitment right in  
retail



# KPI MEASUREMENTS FOR INDUSTRY TALKS

Examples of The Key Performance Indicators we assess our talks against:

INCREASED  
INVOLVEMENT IN  
LOCAL ACTIVITY



INCREASE IN  
SALES



NETWORKING /  
RELATIONSHIP  
BUILDING



MAXIMISING ALL  
GLOBAL  
OPPORTUNITIES



COHESIVE  
MARKETING  
CAMPAIGNS



SHARE OF  
KNOWLEDGE AND  
BEST PRACTICES



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86%

of customers will pay more for a better brand experience, but only **1%** feel the retailer consistently meet their expectations.



53%



of millennial shoppers feel that the sales consultants do not have the tools they need to deliver great customer service.

70%

of employees say that job-related training and development directly influences the employee's decision to stay with a company or not.



OUR TEAM

**ZOE BUSS**

FOUNDER

**RAY HIGSON**

COMMERCIAL DIRECTOR

**SAPHARI ARAHOU-ATHMANI**

BRAND DEVELOPMENT EXECUTIVE

**JANE NEISLER**

NEW BUSINESS DEVELOPMENT EXECUTIVE

CONTACT US

TOP DECK CONSULTANCY LTD

20-22 WENLOCK ROAD

LONDON

N1 7GU

(+44) 7968 100 529

INFO@TOPDECKCONSULTANCY.COM

WWW.TOPDECKCONSULTANCY.COM

KEEP CONNECTED



TOP DECK CONSULTANCY LTD



@TOPDECKCONSULTANCY



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INFO@TOPDECKCONSULTANCY.COM