



Coaching, Training & Developing The Retail Manager

Richard Bell

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Coaching, Training & Developing The Retail Manager is a direct look into the realities of managing a retail store today. Everything from a small store to a big box chain requires employee and managerial development as the key to distinguishing a store among the competition. The need for change is present in every capacity from employee morale to coaching and training practices. This book focuses on real problems that manager's of every level face. It offers realistic solutions that require a commitment to developing the store staff as the path to success. Richard brings twenty two years of retail experience and extensive studies in management to this fast-paced, easy-to-read project. The material is not weighed down in leadership philosophies or theory but gets directly to the heart of enhancing the effectiveness and impact of the staff. Managers will understand the ineffectiveness of some of the practices they currently use and recognize the need for change. The results of coaching, training and developing the management and employee teams pave the way for a higher level of customer service.

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