

Retail is all about Service Detail

Successful front line service is all about beating to the rhythm of how customers behave! We assist retailers to achieve this successful retailing beat by developing strength and success within the team in:

- Understanding the big picture - the brand - the beat
- Directing operations
- Managing and working the customer's space
- Practical retailing standards and great service habits
- Developing meaningful retail operations competencies
- Effective merchandising that puts money in the till
- Seeing through the customer's eyes - visual audits
- Promoting great retailing behaviour

Our work spans all levels of the retail organisation and the internal and external supply chain if this requires development. We start at the service interface and look to identify what needs to change in order to be more successful. We are practical and clever retailers who understand that good retailing is about service as well as delivering product that people are inspired to purchase - again and again.

For us, effective retailing goes beyond signage, point of sale, in-store signage, traffic management and visual merchandising it's about how the customer communication comes to life in front of the target audience.

LR Consultancy can provide the difference that makes the difference. Led by Lesley Roberts, we can

- Improve business results; make work life easier
- Challenge ways of working
- Influence decision making
- Measure business and people performance
- Assess and measure commitment
- Maximise skill and the will of the team
- Put energy in the right place
- Focus on clear and deliverable strategy
- Develop strong cultural identity
- Inspire leadership
- Improve disciplined management
- Develop dynamic operations
- Help to inspire a healthy workforce

Lesley Roberts MA



Lesley has 19 years experience in management, sales and service development, applied in the residential development, retail sectors and professional services. She provides inspirational training and consultancy support to help clients achieve significant business success through people.

Her practical approach is underpinned with her knowledge of business

processes and people development which provides clarity of focus that motivates people to make a positive difference in both their professional and personal life.

Lesley's curiosity for finding solutions that simplify everyday life mean that she has an honest and open approach that is down to earth and friendly. Lesley's mission is to make work life easier and to enable business to smile - inside and out!

What we do

We develop an understanding of the big picture

The business imperatives | The vision | The brand | The retail beat

We assist the directing of operations

Providing the ultimate shopping experience | Understanding what works | Developing stronger retailing principles | Knowing customers | Leading with reputation | Developing merchandising standards | Knowing the profitable mix | Visual influence | Space and commercial return | Driving sales through the team

We improve how you manage the customer's space

Consistency and making the most of what you have | What customers want | Getting close to your customers | Creating the experience | Fashion imaging | Visual merchandising | Strong standards

We train to work the sales floor

Thinking like a customer | The service edge | Knowing your customer | Visual merchandising | Strong standards | Service with style | Increasing transaction value | Doing the thinking for the customer

We specialise in practical retailing

Knowing the range, believing the story | Planning the floor | Fixtures and equipment | Product merchandising | Focal point displays | Signage and POS | Daily routines | Maintaining department standards

We excel at people development

Training for all levels | Seminars and workshops | On floor coaching | One to one development | Support materials

We develop operational competencies

Defining and providing frameworks - Service selling | Valuing product | Efficient contribution | Making customers smile | Playing the team game | Being the brand | Improving every day

We improve merchandising skills

Thinking visually | Thinking customer | Merchandising that improves sales | Standards that get sales | Measuring merchandising success

We do visual audits

We undertake and train others to | We help to measure the see it, like it, try it, buy it experience

We believe ...

'Service is not rocket science'
'In common sense and high standards'
'Doing less and achieving more with others'
'In finding solutions not problems'

The difference we make ...

- Improve business results
- Make work life easier
- Save time and money
- Challenge ways of working
- Influence decision making
- Measure business and people performance
- Enthusiastic customer

We drive up sales

We develop people to sustain the improvement

We are as dynamic as business itself

Visit www.thesalesaccelerator.com