



Friedman·U

Professional Management
Training (PRMC)

COURSE

SYLLABUS





Professional Management Training (PRMC)

If you have ever been promoted to a managerial position, chances are the training that came along with it was...nonexistent. We noticed this over 40 years ago and it still happens today. When we developed our Professional Management Training, it was a game-changer. Today, it stands as one of the most all encompassing, management training programs available in retail. We turn managers into leaders, help them understand the balance between sales and operations, and give them tools to communicate effectively with their teams. Accountability is one of the most important aspects of Management, and we have developed a process to make accountability unbiased, unemotional and most importantly, motivating. This course will elevate your career whether you are a seasoned professional or looking to join the management squad.

This certification includes:

1 Introduction to Store Management (45 min)

- Your Role as a Manager
- Switching Gears: Making the Transition to Management
- Focusing on What You Can Control

2 Operations Management (1 Hour 30 min)

- Defining Standards
- The Four Major Reasons for Noncompliance
- Management Traps
- Coaching & Consequences
- The Cleanup

3 Sales Goals and Metrics (2 hours 45 min)

- Setting Goals: Why Play a Game If You Don't Keep Score?
- Calculating Goals: The Weekly Minimums Planner
- Adjusting Goals: When Traffic/Scheduling Affect Opportunities
- Tracking Performance: The Store Quarterly Minimums Summary
- Metrics: Improving Results to Create Bigger and Better Sales
- Using Performance Summaries to Set Benchmarks for Metrics
- Metrics Analysis & The Performance Wall
- Weekly Coaching: Moving the Metrics
- Conversion Rate & Transactions: The Most Important Metrics



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Sales Management (3 hours)

- Creating a Sales & Service Culture
- Defining Sales & Service Expectations: The Rail
- Non-Negotiable Sales & Service Standards
- Staffing a High-Performance Sales Floor
- Managing Your Sales Floor: The Rotation System
- Coaching for Sales & Service Results
- When Coaching Isn't Working: Feedback Conversations
- The Power of Esprit de Corps
- Fostering Competition: Sales Games & Contests

5

Recruiting & Hiring (3 hours)

- Building a Choice Machine
- Recruiting Ads
- Applicant Data Logs
- The Legal Implications of Hiring
- The Ideal Employee Profile
- Screening Applicants
- The First Interview
- The Second Interview
- The Selection Process

Certificate!





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The Friedman Learning Group

