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COURSE SYLLABUS

**LEADERSHIP FOR RETAIL 2.0
FROM PHYSICAL STORES TO
OMNICHANNEL**



The first organized evolution of retail occurred with the emergence of store chains. From store chains, retailers made the leap to stores with multiple concepts, which meant a change in the mindset of retailers, as it demanded operating new store formats ranging from megastores, often located on the outskirts of the city, to convenience stores and express locations in urban centers.

The proliferation of these new formats was amplified with the emergence of the internet, introducing the online channel. Currently, retailers are moving towards multi and omnichannel business models, which also include new and different forms of product delivery and return, services, and solutions as part of their strategy while providing their customers with memorable experiences.

What is Omnichannel?

The omnichannel strategy revolves around the customer. Companies and brands aim to have their customers in contact with them through multiple channels or touchpoints simultaneously, seamlessly, and without any barriers.

Difference between multichannel and omnichannel

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Sales



Store



Service



Totem



Call Center



Web



Mobile



Social

Channels are like silos, independent entities that sell or provide some service to the customer. However, internally, many times, these touchpoints or channels do not communicate with each other, and if they do, they do not do so in a coordinated manner.

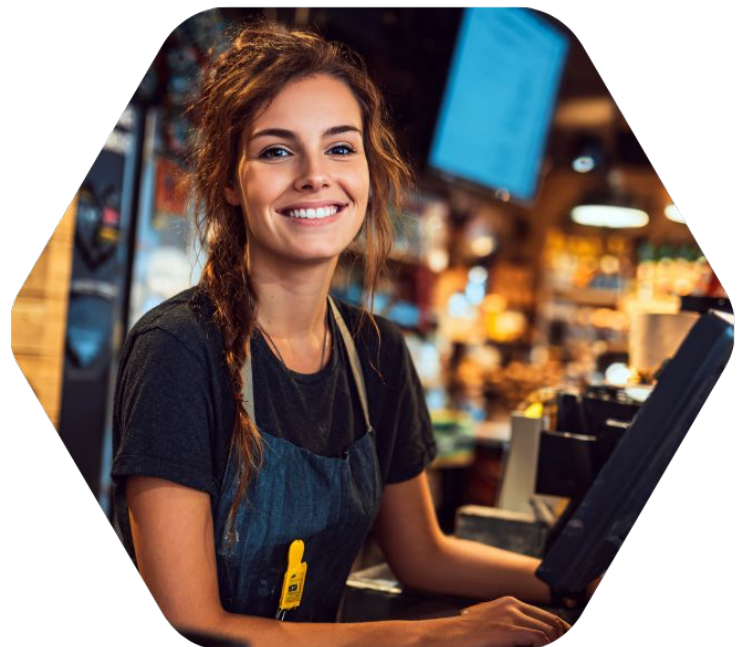
In contrast, in the **omnichannel model**, the online and offline categories, touchpoints, and methods of delivering and returning products to customers are integrated. The internet, mobile, physical stores, and company support areas are used as part of same transaction process. Currently, retailers have been practically forced to mix and match their channels to meet the needs and expectations of customers.



The customer experience must be impeccable, seamless, and the channels must be managed comprehensively so that the customer feels they are interacting with the brand, not just the channel. Many times, the boundary between channels is blurred.

This new environment imposes on companies the need to invest in the development of new skills for employees. In response to this need:

The Friedman Group presents the Leadership for Retail 2.0 Program: From physical stores to omnichannel.



Leadership for Retail 2.0 Program: from Physical Store to Omnichannel

General Objective:

Develop leadership, management, sales, and customer service skills so that members of commercial teams are capable of supporting their company's omnichannel strategy.

PROGRAM CONTENT

1 Change management Objective:

Learn how to manage the changes within the team, for the challenges in the new way of working, and that they can successfully venture into the omnichannel.

2 Management and Leadership Skills Objective:

To lead and manage the teams of sales channels (offline and online) and touchpoints under their responsibility, implementing actions and behaviors that support the company's omnichannel strategy.

3 Emotional Intelligence Objective: Manage the emotions involved in the change when implementing the omnichannel strategy.

4 Omnichannel Objective: Understand what omnichannel is and how it impacts the customer's buying experience.

5 Memorable Experience Objective: Understand the meaning of experience and implement behaviors memorable experiences.



6 **Change management Objective:**

Dissemination of the strategy Objective: Support the dissemination of the company's omnichannel strategy.

7 **Performance Management Objective:** Manage and evaluate the performance of the employees under their supervision.

8 **Culture of recognition Objective:** Use feedback, gamification, and recognition as tools to develop the skills of team members.

9 **Human Capital Management Objective:** Contribute to the organizational culture consolidation by implementing strategies to manage, develop, motivate, and retain employees.

10 **Customer Conversations Objective:** Train team members to engage in conversations with their customers.



PROGRAM OBJECTIVE

Provide the practical techniques and necessary tools to successfully manage a point of sale through the Management Program, achieving more sales through the training and motivation of its salespeople.

Who is it aimed at?

- Executives.
- Operations Managers.
- Regional Managers and Supervisors.
- Store Managers.
- Sales teams leaders, support areas, and customer service.

***It is not mandatory to have completed The Friedman Group's Management Program.**





Leadership for Retail 2.0 from Physical Stores to Omnichannel

Contact us:



(877)282-4377



Friedman University



www.friedmanu.com



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