



A smarter future

Our consultants can work with you to identify essential skills needed by your workforce and design a training solution to drive your business forward across business sectors that include:

- > Business Services
- > Competitive Systems & Practices
- > Management
- > Manufacturing
- > Printing & Graphic Arts
- > Property Services
- > Retail Services
- > Sales & Customer Service
- > Transport & Logistics

For more information, visit Spectra Training at www.spectra-training.com or phone our friendly team on **1300 808 010** or email enquiry@spectra-training.com

Melbourne Office (Head Office)

100 Dorcas Street
South Melbourne VIC 3205

P +61 1300 808 010
F +61 3 9292 8088

Spectra Training is a business name of
CLB Training & Development Pty Ltd
TOID 21356



Sydney Office:

Suite 15, 38 Ricketty Street
Mascot NSW 2020

Brisbane Office:

55 Ipswich Road
Woolloongabba QLD 4102

Adelaide Office:

Unit 17, 169 Unley Rd,
Unley SA 5061

P 08 8172 0022
08 8172 0033
F 08 8172 0833

Perth Office:

Unit C6, 20 Tarlton Crescent
Perth Airport WA 6105

P 1300 762 305
F 03 9292 8088

Certificate IV in Retail Management

SIR40316 CERTIFICATE IV IN RETAIL MANAGEMENT



Course Overview

This qualification covers the knowledge and skills required to lead frontline teams and manage day to day operations in a retail environment. This course includes key principles and practices of retail management,

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Retail Management

The Spectra Training Difference

Spectra's Dynamic Training System offers the unique experience of group and individual training delivered in workshops and on the job. This system ensures practical application of learning in your workplace so staff enjoy training and can apply skills and knowledge.

- > Spectra Training engages with workplace mentors to ensure the training provides real benefits and improvements that help retain staff and add value to your business.
- > Our trainers are industry experienced professionals who can ensure measurable outcomes.
- > Minimal disruption to your operations as we understand day to day work pressures.
- > We engage directly with industry and implement training strategies that will respond to industry's specific needs using our in-house instructional design writers.
- > Hands on support for individuals as some staff need additional training assistance.

SIR40316 CERTIFICATE IV IN RETAIL MANAGEMENT

Course Overview

This qualification covers the knowledge and skills required to lead frontline teams and manage day to day operations in a retail environment. This course includes key principles and practices of retail management, including managing sales and service delivery, increasing team member skills, enhancing store image and customer experience, controlling supply and fulfilment of stock, and implementing business improvements.

Delivery and Assessment Methods

Delivery is a combination of group workshops and one-on-one sessions. Group workshops ensure the theory is well understood and then the knowledge and skills are practised in the one-on-one coaching sessions. Assessment tasks typically include on-the-job observation and questioning, in-class activities and workplace based projects.

Entry Requirements

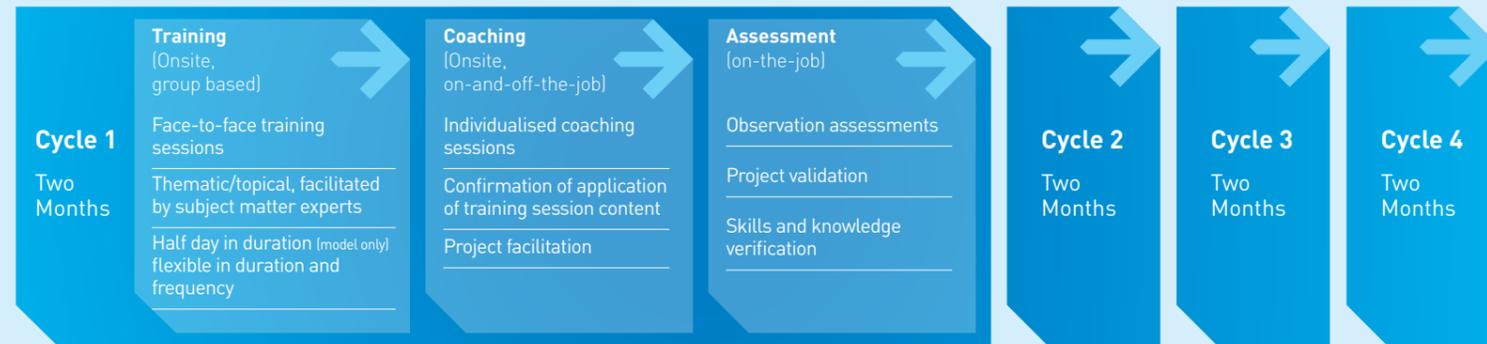
Participants must be employed in a retail setting, either in or aspiring to a leadership role, or have some responsibility for leading and supervising frontline teams. Participants must have achieved a Certificate III in Retail or have equivalent employment experience. Participants must also have English language, literacy and numeracy skills equivalent to Year 10 of compulsory schooling, as a minimum.

Duration

This program is typically delivered over a 12 month period; however, this can vary according to client needs and can be negotiated during the consultation process.

Course Structure

Dynamic Training System Cycle



Proposed Training Program

Pre-Training	Induction	Pre-training review, including:	Learner Induction
		<ul style="list-style-type: none"> > Skills recognition application (if applicable) > Language, Literacy and Numeracy assessment 	<ul style="list-style-type: none"> > Learner needs analysis > Program overview
Cycle No.	Title	Topics Covered	Units
Cycle 1	Store Safety & Security	<ul style="list-style-type: none"> > Monitor workplace safety > Control risk > Comply with WHS legislation and Codes of Practice > Communicate safety and security policies and procedures to team members > Respond to security breaches > Report on opportunities for improvement 	<ul style="list-style-type: none"> Maintain workplace safety (SIRXWHS003) Maintain store security (SIRXRSK002)
Cycle 2	Store Presentation	<ul style="list-style-type: none"> > Key principles of effective merchandising > Safe display principles > Markdown and discounting impacts > Store presentation > Sales strategies > Maximise sales opportunities 	<ul style="list-style-type: none"> Coordinate visual merchandising activities (SIRRMER003) Achieve sales results (SIRXSL003)
Cycle 3	Team Leadership	<ul style="list-style-type: none"> > Role modelling > Develop team objectives and KPIs > Effective delegation > Manage and resolve conflict > Reward and recognition of team members > Improving team performance 	<ul style="list-style-type: none"> Lead a frontline team (SIRXMG002) Maintain employee relations (SIRXHRM002)
Cycle 4	Customer Service	<ul style="list-style-type: none"> > Enhance customer experience > Facilitate exceptional customer service > Social media platforms and trends > Commercial impact of social media > Legal and ethical practices 	<ul style="list-style-type: none"> Coordinate implementation of customer service strategies (BSBCUS401) Create a customer centric culture (SIRXCEG004) Use social media to engage customers (SIRXMK002)
Cycle 5	Store Performance	<ul style="list-style-type: none"> > Store budgets > Rosters and labour costs > Supply and fulfilment of stock > Negotiate with suppliers > Control inventory > Pricing, labelling and packaging 	<ul style="list-style-type: none"> Monitor retail store financials (SIRRRTF002) Control stock (SIRRVN002)



Pre-training Review

Prior to the commencement of training, a pre-training review will be undertaken to ascertain the participant's current levels of language, literacy & numeracy (LL&N), eligibility for skills recognition/recognition of prior learning and if any specific support needs are required.

Mentor Induction and Engagement

Spectra Training believes that it is very important to have effective workplace mentors from your business engaged in this learning. This ensures that the knowledge and skills are reinforced throughout the program and that the participant progresses through and completes the course. Workplace mentors are comprehensively inducted into the program so their roles and responsibilities are well understood.

Pathway / Careers

Successful completion of this program can lead to career opportunities such as Store Manager, Team Leader, or Sales Manager in a diverse range of retail settings.

Further study can be undertaken in the Diploma of Retail Leadership (SIR50116)

Access and Equity

Spectra Training is committed to ensuring people with special needs have equal opportunity and access to its courses. Spectra Training is committed to identifying and supporting the learning needs of each individual and encourages people of all abilities to apply to undertake learning.

Fees and Charges

Information about course fees and charges is available in the National Fees Booklet available on the Spectra website: www.spectra-training.com.

Spectra's Refund Policy is also published on the website.

Eligibility / Government Funding

Spectra Training is a national provider of workplace training (TOID 21356). For eligible participants, this training may be partly funded by your State/Territory Government in partnership with the Commonwealth Government.

For information on eligibility criteria, please consult the Spectra Training website: www.spectra-training.com for state/territory contact details or an Australian Apprenticeship Centre: www.australianapprenticeships.gov.au