



Module 1

Understanding
and Managing People



Module 2

Merchandising
and Growing Sales



Module 3

Financial Acumen

Aisle to Excellence Developing Leaders

BLTs for Grocery

A leadership program for retail and grocery managers. Elevate operational excellence and careers through practical business skills and real-world application.



Instructional Philosophy

This course focuses on practical business management skills directly applicable to your daily retail role. The curriculum uses real-world scenarios for enhanced understanding and knowledge retention.

Learning Through Experience

Managers learn best by applying new knowledge immediately in their department, transforming theoretical concepts into practical expertise. The instructor shares battle-tested wisdom from decades of supermarket management experience.

Active Participation

Engaging sessions enhance knowledge retention through collaborative learning and peer insights.

Ownership Mindset

Participants view their department as their own business, fostering deep engagement and fresh thinking.

Personalized Guidance

Individualized attention and practical advice are tailored for immediate applicability to each participant.

"Engagement and successful completion of this course will unlock your retail potential, increasing sales and profits, bringing you an ROI today and into the future!"

This program offers a unique, tailored learning experience that accelerates career growth. Successful participants consistently report enhanced confidence, stronger results, and expanded career opportunities by improving management and leadership skills.

Technical Requirements



Internet Connectivity

High-speed internet is essential for uninterrupted online sessions and accessing course materials.



Software Applications

Microsoft Word, Excel, PowerPoint, and email are required for assignments and communication.



Audio Equipment

Your computer needs a microphone and speakers for two-way communication.



Web Browser

An up-to-date internet browser (Chrome or Firefox recommended) is needed for online sessions and course materials.

Course Syllabus

This program is structured into three comprehensive modules, each 6-7 weeks long, progressively building critical retail management skills.

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Module 1: Understanding & Managing People

Develop leadership skills to coach, motivate, and manage teams across generations.

- Learning About You
- Understanding Others - DiSC®
- Coaching and Feedback
- Managing Difficult Conversations & Conflict
- Problem Solving
- Time Management & Delegation
- Understanding and Managing Four Generations

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Module 2: Merchandising & Growing Sales

Master merchandising and consumer insights to drive traffic, increase basket size, and maximize profitability.

- Consumer Shopping Behaviors
- Taking a Step Back - Traffic Flow Studies
- Retail Standards
- Growing Sales and Profits
- Weekly Merchandising Planning
- Connecting Labor & Merchandising

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Module 3: Financial Acumen

Understand margins, control shrink, manage inventory, and make data-driven decisions for your bottom line.

- Basic Supermarket Math
- Advertising Profit Control
- Contribution to Overhead
- Known Loss/Shrink
- Inventory Formulas
- Recap: Tying It All Together

Instructor/Miscellaneous Information



Instructor

Brad Brayshaw

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bradbrayshaw@trainingforgrocery.com



Schedule

Module 1 begins

January 14, 2025 or January 15, 2026

Wednesdays/Thursdays: 10 AM or 1 PM CST

Note CST time zone; Session schedule subject to change. Updates communicated via email.



Delivery

Online, instructor-led sessions (approx. 60 min)

Email invites sent before each session

Recordings

Available for illness/conflicts; accessible for 7 days. Schedule avoids key holiday sales weeks.

Participant Performance Reports

Progress reports are sent to each participant's supervisor or manager at the end of every module. These reports provide comprehensive insight into participant development, based on attendance, discussion quality, and thoroughness of completed assignments.

At the conclusion of the final module, participants receive a physical plaque via USPS or agreed-upon delivery method. This serves as a lasting symbol of their accomplishment and dedication.

"This is a partnership—between participant, instructor, and organization—all working together to develop exceptional retail leaders who drive measurable results."

Your Investment in Excellence

Completing this program represents a significant investment in your professional development. Graduates report increased confidence, improved operational results, and expanded career opportunities. The skills and knowledge gained deliver returns far beyond the program duration.