



Develop your people - specialist training for independent retailers

With New Courses For 2020!

Exclusive discounts for
Bira members

bira | training

Develop your team & your business with Bira Training

Our Bira Training courses are specifically designed for small and medium sized independent retailers. We offer high quality, cost-effective training to improve the knowledge & skills of your team, supporting performance improvement and business growth.

Bespoke Training & Development

If you're looking for training as unique as your business, Bira training can help. Our experienced trainers can design a tailor-made solution for your team and deliver on-site at your business anywhere in the UK. In the last two years we've delivered on-site training for a wide variety of members and independent retailers including; Hurley, Riverside Art and Glass, Tynwald Mills, Voisins, Bath Heritage Services and Highgrove Enterprises.

Our areas of expertise include:

- Excellence in customer service
- Buying - selecting the right products
- Merchandising - building the right ranges
- Selling skills
- Visual merchandising
- Team development
- Leadership and management skills

RIVERSIDE ART & GLASS



TYNWALD MILLS

One Day Courses

Our value for money one-day courses focus on developing key retail techniques & skills including: Buying & Merchandising, Customer Service & Selling Skills, Visual Merchandising and Social Media Marketing for independents. Delegates benefit from working with expert trainers and from the opportunity to exchange ideas and expertise with their fellow retailers. An overview of the programmes for 2020 and course dates are detailed on pages 3, 5 and 6.

Distance Learning



Our Distance Learning courses offer flexible, practical and cost-effective training solutions. The courses can be completed at a pace to suit the individual and at a time to suit the business. Bira offer three Distance Learning courses; Selling Skills, Supervisory Skills and Buying & Merchandising all accredited by City & Guilds and designed to equip your team with the knowledge, skills and confidence to flourish in their role. See pages 7, 9 and 10 for an overview of the content of each course.

To discuss how Bira training services can help develop your team and your business, contact Neil Moss on **0121 446 6688/07823-416847** or email **neil.moss@bira.co.uk**.

Social Media Masterclass

For retail business owners and staff.

About this course

This immersive one-day workshop led by Polly Barnfield, CEO of Maybe*, helps businesses deliver better results through the effective use of social media.

The workshop will help develop your social media marketing strategy, giving you the tools to create top quality content and target your customers. Through the course, you'll gain a clear understanding of how your social media activity can be improved and how advertising on social media can be an effective marketing tool to engage customers.

Modules covered

- Overview of social media
- Overview of each channel
- The impact of social media
- How this affects your businesses
- Tools that you can use to help you manage your social media
- Maybe* will help you benchmark your social media performance
- Workshop to improve your results
- Pledge of ongoing support

Maybe*

To book a place today

Call Neil Moss on **0121 446 6688** or email **neil.moss@bira.co.uk** alternatively visit **bira.co.uk/training**.

Date 22nd April 2020

Venue Bira, Bristol Road, Birmingham, B5 7UB

Course fee £215 + VAT
(Non-Bira members: £255 + VAT)

Key contact

Neil Moss

t: 0121 446 6688

e: neil.moss@bira.co.uk

What's included All course materials, lunch and refreshments

How does it work?

- Designed for practical application in the workplace
- Practical exercises and activities
- 1-1 assistance with social media activity
- Step-by-step social media advertising guidance
- Learn directly from a leading expert in social media for retail businesses.



“ Very informative - has given me lots of ideas to sell products in the best way to increase sales.

Gemma Kot, Bath Heritage Retail ('Sales through Service' - Bespoke programme March 2019)

”

Visual Merchandising

Who should attend: the course is geared to anyone engaged in displaying product in-store or in windows including owners, managers, visual merchandisers and sales associates.

About this course

This one-day programme focuses on how to creatively display products in your windows and in-store. You will revisit the principles of visual merchandising and develop practical techniques to use when designing windows and creating in-store displays.

The course will enable you to design and implement displays that stop and attract customers, utilising space and props effectively to promote merchandise, drive footfall and increase sales.

Key course topics

- Why first impressions are so important
- Hands on skills:
 - How to dress windows – selecting products and maximising sight lines
 - How to dress props/busts and use accessories to create a theme
- Using promotional signage and collateral in windows and in-store
- Maximising opportunities to create impactful and effective displays for seasonal themes

Dates

28th April 2020
6th October 2020

Venue Bira, Bristol Road,
Birmingham, B5 7UB

Course fee £215 + VAT
(non Bira members: £255 + VAT)

Key contact Neil Moss
t: 0121 446 6688
e: neil.moss@bira.co.uk

What's included All course materials, lunch and refreshments

Course benefits

- Understand the theories which underpin effective Visual Merchandising
- Generate new ideas and window display concepts
- Develop new techniques and practical skills for immediate use back in the business
- Create windows and in-store visual merchandising which attract customers, drive footfall and sell products

To book a place today

Call Neil Moss on **0121 446 6688** or email neil.moss@bira.co.uk alternatively visit bira.co.uk/training.

Buy Smarter, Sell More

Who should attend: owners, managers, buyers and merchandisers engaged in selecting and ordering merchandise.

About this course

This course equips delegates with the key techniques of Buying necessary to ensure effective management of stock levels whilst driving sales and maximising profit. The programme will enable you to improve the return on your stock investment; improving sales, minimising markdowns and enhancing stock turn.

This interactive course will revisit the principles of selecting which brands and products to buy (including styles and quantity) and increase your focus on key suppliers, with an emphasis on enhancing profit margins, reducing markdowns and sustaining commercial relationships

Key course topics

- Understand your buying strengths and weaknesses
- Create a Unique Product Proposition
- Improve the balance of core and risk products
- Choosing suppliers and building effective relationships

Date

29th April 2020
7th October 2020

Venue Bira, Bristol Road,
Birmingham, B5 7UB

Course fee £185 + VAT
(Non-Bira members: £225 + VAT)

Key contact

Neil Moss
t: 0121 446 6688
e: neil.moss@bira.co.uk

What's included All
course materials, lunch
and refreshments

Course benefits

- Practical skills & techniques for immediate use back in the business
- Improve the return on your biggest investment – stock
- Maximise sales, reduce markdowns and enhance your profit margins

“ Excellent course - great points to share with my business. ”

Caine Mundy, Jersey Electricity. (Buying & Merchandising course, October 2018)

To book a place today

Call Neil Moss on **0121 446 6688** or email **neil.moss@bira.co.uk** alternatively visit **bira.co.uk/training**.

Buying & Merchandising

For owners, managers, assistant/trainee buyers and merchandisers

About this course

The Buying & Merchandising distance learning course has been devised with the trainee buyer, assistant buyer and merchandiser in mind. Business owners or managers who have buying responsibilities will also benefit from completing this programme.

New buyers need to develop the essential knowledge and skills to carry out their role effectively. The programme, comprising of nine study modules, covers the key elements and skills to actively enhance their capability to make a positive impact on performance in the buyer's role.

Date On-going; course can commence at any date to suit your business

Course fee £320+ VAT
(Non-Bira members: £375 + VAT)
Course fees held for 2020!

Key contact

Neil Moss

t: 0121 446 6688

e: neil.moss@bira.co.uk

Modules covered

- The Role of the Buyer & Merchandiser
- Buying and Merchandising: The Big Picture
- Budgetary Planning
- Suppliers
- Sourcing & Product Development
- Range Structure Planning
- Brand Development
- Range Development
- Improving Buying Performance

How does it work?

- Designed for practical application in the workplace
- Practical exercises and activities
- Each module ends with a case study which will be marked by our **Bira** tutor
- Accredited by City & Guilds

City & Guilds | **Accredited Programme**

To book a place today

Call Neil Moss on **0121 446 6688** or email neil.moss@bira.co.uk alternatively visit bira.co.uk/training.



“

Brilliant day - will really help me with our buying plan for our new store.

”

Iryna Dotsenko, Local Tools Ltd. (Buying & Merchandising course, October 2019)

Selling Skills

For anyone engaged in service and sales in retail

About this course

The Selling Skills distance learning course will assist sales assistants and staff in developing their service and sales technique. Staff who undertake the programme will gain a clear understanding of their important role in the company and enhance the knowledge and skills they need to ensure successful interaction with customers. In addition the course also emphasises the importance of 'knowing your products' in order to serve and sell effectively. This all-round package helps develop a professional retail sales person who can contribute positively to improving customer care and profitable sales.

Date On-going;
course can commence
at any date to suit your
business

Course fee £95+ VAT
(Non-Bira members: £125 + VAT)

Key contact

Neil Moss
t: 0121 446 6688
e: neil.moss@bira.co.uk

Modules covered

- Getting Started
- All About Products
- Knowing Your Customer
- Meeting Customer Needs and Building Sales
- Delighting Your Customers
- Increasing Your Sales and Profit

How does it work?

- Designed for practical application in the workplace
- Practical exercises and activities
- Each module ends with a case study which will be marked by our **Bira** tutor
- Course concludes with a two hour examination
- Accredited by City & Guilds



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alternatively visit bira.co.uk/training.

Supervisory Skills

For deputy and assistant managers, supervisors and team leaders

About this course

The Supervisory Skills distance learning course has been written with the first appointment manager in mind, whether their role is as a supervisor, team leader, deputy or assistant manager. Moving into a management role requires the new manager or team leader to develop a range of capabilities including planning and organising, delegation, time management, motivating individuals and the team and training team members. This short course will enable the new manager to acquire the basic skills required to make a positive contribution in their new role.

Date On-going; course can commence at any date to suit your business

Course fee £265+ VAT
(Non-Bira members: £295 + VAT)
Course fees held for 2020!

Key contact

Neil Moss
t: 0121 446 6688
e: neil.moss@bira.co.uk

Modules covered

- Moving into Management
- Managing Yourself
- Managing People
- Managing Relationships
- Managing Standards
- Managing in the 21st Century

How does it work?

- Designed for practical application in the workplace
- Practical exercises and activities
- Each module ends with a case study which will be marked by our **Bira** tutor
- Course concludes with a two and a half hour examination
- Accredited by City & Guilds

City & Guilds | **Accredited Programme**

To book a place today

Call Neil Moss on **0121 446 6688** or email neil.moss@bira.co.uk alternatively visit bira.co.uk/training.

Meet your trainers

Our experienced retail trainers have the knowledge and skills to develop programmes for staff and managers that enables them to contribute fully to the success of the business:

Neil Moss



Neil has held store management, buying and training & development roles with retail organisations including; Selfridges, Habitat, House of Fraser, Skillsmart Retail & Beatties. Neil is Director of Retail Training for Bira and in addition to his wide experience in retail he also worked with OSS Retail for many years, as Group Director, Chairman of the Academy programme and as a board director.

Neil leads on bespoke training for customer service & selling skills plus management, leadership and team development and is currently working on bespoke training projects for Bira members including Hurley, Riverside Art & Glass, Gallery in the Lanes and Highgrove Enterprises, plus Bath Heritage Services.

Paul Buckle



Paul Buckle has worked in retail for over 30 years and started his retail consultancy specialising in Buying and Merchandising in 2009.

Initially working in his family business, he worked for a PLC and private business and currently has consultancies with a number of retail and wholesale businesses and is Course Leader for Fashion Business at the London College of Fashion. In 2018 he was awarded a UAL teaching award, which is nominated by students and presented at the annual LCF graduation ceremony in the Festival Hall.

Paul's recent bespoke training assignments for Bira members include Voisins in Jersey, Riverside Art & Glass of Norwich, Hackney Council and Tynwald Mills, Isle of Man.

Paul leads on Bira's Buying & Merchandising and Visual Merchandising courses.

Francesca Zagari



Francesca is a London based freelance visual merchandiser, prop maker and stylist. These skills, along with 27 years of experience in the field, position her to deliver engaging visual customer experiences. Francesca's current clients include: Burberry, Nespresso, Henry Poole, Cordings, Hilditch and Key. Past clients have included Whole Food Markets, Marks and Spencer, Selfridges and Harvey Nichols. She leads the one-day Visual Merchandising courses alongside Paul Buckle.

Visit the Bira website

Find additional information, downloads and links on the bira website, bira.co.uk/training.



Key contacts

Neil Moss

Director of Retail Training

 0121 446 6688

 neil.moss@bira.co.uk

Join the conversation

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 British Independent Retailers Association (bira)

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