



 **AREA**



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1. HOW WE TEACH

We are teaching with a practical attitude, because we work practically.

Training and qualification of our staff are important elements in the philosophy of AREA. The focus is on the people. We teach passionately, consistently and based on our successful onsite experience.

Trainings take us back to the roots – straight to our target group. The continuous renewal of our content lets us focus on one single topic especially: Success in retail.

We provide trainings geared to the target group.

What kind of trainings do we offer?

- ◆ Inhouse trainings
- ◆ Fundamental visual merchandising and decoration trainings
- ◆ Workshops for CEOs and leaders
- ◆ Coachings
- ◆ Practical oriented trainings



2. YOUR TRAINING DAY

The remains of the day:

Our top priority is sustainability. Depending on the training target and the request we work with:

- ◆ Individual adjustments of training content according to customers requirements
- ◆ A high share of practical exercise to train the content on the job
- ◆ A variety of multimedia, applications before, while and after the training to visualize and implement content
- ◆ An optimum of mixed media and interesting day schedules based on mnemonic techniques and superlearning

Price on request

Inhouse trainings:

Based on your briefing we outline a training goal and develop a training program that matches your target group to meet your individual needs.

The participants get a personal hand-out to ensure consistency and sustainability.

3. FUNDAMENTALS OF VISUAL MERCHANDISING

Goal of the training:

- Knowledge of the most important tools in visual merchandising
- Certainty in practical work at the P.O.S. (e.g. area setup and structure within the seasonality)
- Background know-how for argumentation of implemented measures

Ideal know-how for practice and argumentation of visual merchandising

Areas have to excite customers. Visual merchandising is becoming one of the most important tools in the marketing mix of retail. We impart to the staff the necessary knowledge for successful visual merchandising:

- Contemporary goods presentation
- The fundamentals of visual merchandising – from A like the ARENA principle to Z like zoning
- Understanding presentation concepts of retail
- Interpretation of visual merchandising guidelines
- Development and argumentation of presentation proposals.



Training overview:

The general training „fundamentals of vm“ includes:

- Fundamentals of visual merchandising
- Fundamentals of perceptual psychology
- Neurological marketing: to work geared to the target group
- Goods presentation in detail (with focus on different branches like fashion, sports goods, shoes, accessories, leather goods, home goods, beauty, hardware)
- Benefit oriented argumentation of vm measures
- Development and argumentation of presentation proposals

Content is constantly updated, providing current trends in visual merchandising to the participants.

Price on request

Inhouse solutions:

AREA conceptualizes individual visual merchandising trainings for brands and retail.

General and sectoral fundamentals combined with existing visual merchandising guidelines of brands and retail brands help participants to think outside the box. Our trainers work their way into your visual merchandising rules and are very routined in imparting the content.

4. FUNDAMENTALS OF DECORATION

Goal of the training:

- Knowledge of the most important tools in decoration
- Knowing the most important sectors and working procedures
- The use of perceptual psychology
- Tools, material and workflow
- Following a 360° conception

Be creative – but do not miss your goal. Because product staging requires art AND craftsmanship.

We turn retailers to creators. In fundamentals of decoration we impart the basics of successful product staging.

- Qualification for successful decoration
- Practical training for reliable routine
- Background know-how about decoration

Fits window dressing, entrance areas, design of fascination points and instore decoration.

Target group: Visual merchandisers, commercial retail specialists



Training overview

The general training „fundamentals of decoration“ includes:

- The different types of window displays
- Concepts related to the character of the store
- Workflow step by step
- Goods selection and styling methods
- How to emphasise details
- How to gain routine
- Working with check lists

Content is constantly updated. You always have the latest content.

Price on request

70 percent of all bought goods are inspirational purchases. But what inspires? We will show you the latest trends in decoration.

The first impression counts. It is usually influenced by window displays, staging at the entrance and instore decorations. Are you up to date with your sales approach compared to your competitors?

AREA helps you with your seasonal updates.



5. TRENDS IN VISUAL MERCHANDISING

Goal of the training:

- ◆ Analyze current concepts of the accessories, fashion, shoe and beauty sector
- ◆ Learn more about new principals of retail design
- ◆ Gain more confidence in implementation
- ◆ Learn more about sources and get links to the current top providers of visual merchandising goods

Goods presentation follows the same rules as fashion. Trends change. Profit from our global view by joining our training „trends in visual merchandising“

Visual merchandising turns to a gamechanger for successful brands. New KPI's such as direct purchase quota, conversion rate and inspiration are key factors for your success:

- ◆ VM trends in the world metropolises
- ◆ Basics you should not forget
- ◆ Storytelling: Narrate rather than show
- ◆ The method to find your right codes
- ◆ Examples for implementation
- ◆ Sources for promotional collaterals

Inhouse solutions:

AREA conceptualizes individual visual merchandising trainings for brands and retail.

We develop trend trainings customized to your branches and genre needs if you wish. Furthermore we are glad to include your retail system and/or your visual merchandising guidelines to individualize our content according to your special needs and demands.



Training overview:

The general training „trends in visual merchandising“ includes:

- ◆ Virtual storecheck through the metropolises of the world
- ◆ Pop-up-stores and instant concepts as a trend
- ◆ The latest trends in visual merchandising
- ◆ Tradition meeting high-end
- ◆ DIY – do it yourself aesthetics – back to values
- ◆ Fashion between art and vintage
- ◆ Colors of the year
- ◆ Minimalism versus opulence
- ◆ Recommendations for implementation

AREA trend scouts are on the look out for the latest trends. Participate and share in our discoveries.

Price on request

6. FUNDAMENTALS OF COMMUNICATION TECHNIQUES AND CUSTOMER RELATIONSHIP MANAGEMENT

Goal of the training:

- Reasoning instead of convincing
- To gain acceptance on the area
- The right measures in difficult situations
- Leading without power
- The methodical usage of credit and criticism

Area management goal no. 1 is to gain acceptance of guidelines and measures without having any authority within the stores management structure.

To increase the quality of communication and to empathise your counterpart are important skills for successful relationship management.

Each conception – if it is about visual merchandising, assortment policy, promotion or decoration – will only succeed if it gains acceptance onsite. But how can sale representatives and merchandisers ensure this, if they do not have any authority?

- Measure up the counterpart
- Individual, personal approach
- Leading without authority – leading tools
- The right form of criticism
- Credit as a door opener
- How to explain measures properly
- How to deal with difficult situations

Inhouse solutions:

AREA conceptualizes individual communication trainings for brands and retail.

We develop tutorials and handouts based on your individual requirements and content and train you and your employees. Furthermore we are glad to include your retail system and/or your sales manuals to individualize our content according to your special needs and demands.



Training overview:

The general training „communication“ includes:

- Transactional analysis
- How to address different customer groups
- The leading tools in management
- Leading by example
- „Selfcoding“
- How to give credit the right way
- Criticism as a fundamental for change
- Practical exercises

Content will be adjusted to different target groups (merchandise, sales staff, retail manager, etc.).

Price on request

7. WORKING WITH KEY PERFORMANCE INDEXES

Goal of the training:

- ◆ Gain the ability to analyze key performance figures (KPI)
- ◆ Argumentation based on KPI
- ◆ Understanding of retail
- ◆ Area planning based on economic success
- ◆ Measures to influence the operative result

To meet the retailer at eye level – to purchase volume based for the area. Basic knowledge for successful area management.

Contemporary visual merchandising does not just look good. It functions economically too. In this training you'll learn how to deduce the right measures regarding product placement and merchandising to influence the performance of your shops:

- ◆ How to work with short income statements
- ◆ Analyzing KPI – the top formulas
- ◆ Working with open-to-buy planning tools
- ◆ Investment and profitability calculations for shop areas.
- ◆ Which measures influence the operative result
- ◆ Tutorials for figure based argumentation

Inhouse solutions:

AREA conceptualizes individual KPI trainings.

On request we develop together with our cooperation partner an individual open-to-buy- calculation tool based on Microsoft Excel or a web-enabled html-solution and train your staff in it's application. Furthermore we are glad to include your retail system and/or your sales manuals to individualize our content according to your special needs and demands.

Training overview:

The general training „working with key performance figures“ includes:

- ◆ Technical terms and their meaning
- ◆ How to read lists (SIS, calculation & profit margin)
- ◆ Open-to-buy planning
- ◆ OTB-/SIS comparsion
- ◆ Calculating KPI (addition/deduction, calculation, depreciation, ROI)
- ◆ Area comparsions
- ◆ Tutorials for argumentation

Content will be adjusted to different target groups (merchandise, sales staff, retail manager, etc.). Includes tutorials via internet.

Price on request



8. THE MAGIC POWER OF LIGHT

Goal of the training:

- ◆ To put the P.O.S. in the spotlight
- ◆ How to use light in window displays
- ◆ Different types of light and their right use
- ◆ The influence of light on perception
- ◆ Evaluation of different light concepts in retail

Light staging and it's influence on the emotionalization of the P.O.S.

Stores turn to artwork with a high entertainment value. The assortment is not the main act anymore rather it's staging. Meanwhile lighting has developed a more important meaning than just basic illumination.

- ◆ How do the different types of light influence the effect of goods presentation?
- ◆ What impact does it have on the mood and the decisiveness of the customers?
- ◆ What effect has colored light?
- ◆ What are the pros and cons of different light technologies, e.g. LED or halogen lamps?



Training overview:

This training is provided in cooperation with one of our partners and includes:

- ◆ Basic knowledge about light and illumination
- ◆ Trends in illumination and store design
- ◆ Presentation in a light studio
- ◆ Multimedia demonstration
- ◆ Latest illumination systems
- ◆ Information about LED technique
- ◆ Storecheck
- ◆ Viewing of light conceptions at the P.O.S.

Content will be adjusted to different target groups (merchandise, sales staff, retail manager, etc.).

Price on request

9. VISUAL MERCHANDISING CONCEPT WORKSHOP

Training visual merchandising concept workshop.

Is creativity and conceptual thinking like cat and mouse? You'll need both for a perfect visual merchandising conception.

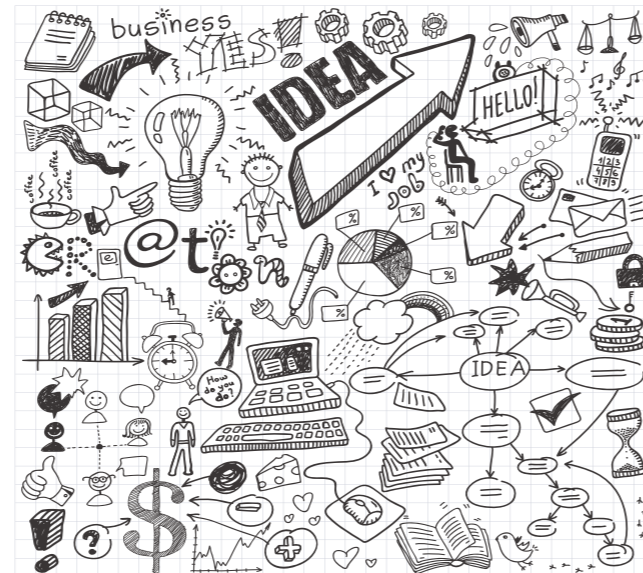
In our training we will show you the obstacles of typical „design thinking“ and help you to focus. Focus on target groups and public image vs self image and practicality. Learn what it takes to create a good visual merchandising concept and how to set it up. Inspiration is no accident, so we show you where to look for window dressing trends, instore merchandising and goods presentation. How to put these ideas into functioning storytelling and to use it for cross-media-frequency and purchase impulses. Put the pedal to the metal with strategical timetables and action plans.

You may measure a good visual merchandising concept by „Oh“ and „Ah“ – but at the end of the day there is only one sound of success. The beep of the barcode scanner.

Price on request

Content:

- ▶ Inspiration for visual merchandising
- ▶ Blogs and newsletters for inspiration
- ▶ Annual planning – what? where? whats the story you are telling?
- ▶ Workshop action planning „from the idea to the implementation“
- ▶ Workshop: How to create a mood board
- ▶ Workshop: Setting a time table



10. ENGLISH FOR MERCHANDISERS

Goal of the training:

- 1500 words and phrases within one year
- From business small-talk to negotiations
- Overcome the fear of speaking English
- Learn special visual merchandising phrases and vocabulary

Confidence in your dialogue with retailers and international brands

The English language is becoming more and more relevant to retail and industry. Whether for research on the internet, dialogue with international contact persons in negotiations, at trade fairs and congresses or working abroad: Let's speak English. The understanding of general English may be there, but the inhibition threshold for active speaking and negotiating is very often high.

Training overview:

- Evaluation of your current skills via telephone
- Allocation to a group
- 3 units five days each within one year
- Multisensual learning with powerlearning units, mnemonic techniques, interaction and dialogue
- Active speaking within the group
- Application in the environment of the training locations such as restaurants, sightseeing spots, etc.
- Home tutorials and social networking to improve upon the learned content
- Locations such as Berlin, Copenhagen, Amsterdam, Mallorca, London & New York

We put together the ideal learning unit for you according to your current knowledge.

Price on request

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