Garnet
Garnet Global Training Center

GGT-MK-131

Marketing, Sales & Communication

Retail Sales Excellence

التميز في مبيعات التجزئة

Duration	Language	Formats	Hours	Level
5 or 10 days	**English or Arabic**	**Classroom, online, in-house**	**35 / 70**	**Intermediate (practitioner)**

Overview

Participants in Retail Sales Excellence practise the methods, tools and standards they need to perform reliably and solve problems on the job. Win and keep customers with sharper strategy, selling and communication. Choose 5 or 10 days, classroom or live online, English or Arabic; organisations can also run it in-house and adapt the examples to their own work.

What you will be able to do

- Apply the methods and standards of Retail Sales Excellence to real tasks.
- Share good practice with your team.
- Use the right tools, checks and calculations step by step.
- Diagnose common problems and identify root causes.
- Interpret data and results correctly and act on them.

Who should attend

Marketing and sales teams, account managers, PR and communication specialists. Practitioners with one to five years of experience benefit most.

Key topics

- Customer insight and segmentation
- Brand and positioning
- Digital channels and content
- Sales process and negotiation
- Measurement and ROI
- Media and stakeholder communication

Formats and fees

5-day classroom	**USD 4,750**
5-day online	**USD 2,950**
10-day classroom	**USD 8,950**
10-day online	**USD 5,450**
In-house	**Quotation per group**

Fees per participant, excluding VAT.

Register or ask

WhatsApp: +971 56 674 7382

Email: info@garnettrainings.com

Training: training@garnettrainings.com

Web: garnettrainings.com

Sharjah Publishing City Free Zone, Sharjah, UAE

Certificate

Participants who attend at least 90% of sessions and complete the final assessment receive a certificate of completion stating 35 contact hours (5-day) or 70 contact hours (10-day).

5-day outline

Day 1 Retail Sales Excellence: principles and standards
- Measurement and ROI
- Regional and international case studies

Day 2 Methods and tools in practice
- Media and stakeholder communication
- Customer insight and segmentation

Day 3 Diagnosis and problem solving
- Brand and positioning
- Checklists and templates to take away

Day 4 Quality, safety and documentation
- Digital channels and content
- Group discussion and peer review

Day 5 Workshop, assessment and action plan
- Sales process and negotiation
- Measurement and reporting

10-day outline

Day 1 Retail Sales Excellence: principles and standards
- Measurement and ROI
- Regional and international case studies

Day 2 Methods and tools in practice
- Media and stakeholder communication
- Customer insight and segmentation

Day 3 Diagnosis and problem solving
- Brand and positioning
- Checklists and templates to take away

Day 4 Quality, safety and documentation
- Digital channels and content
- Group discussion and peer review

Day 5 Workshop, assessment and action plan
- Sales process and negotiation
- Measurement and reporting

Day 6 Advanced techniques and specialist practice
- Complex cases in depth
- Hands-on workshop on a workplace challenge

Day 7 Digital tools, data and automation
- Analysis tools and software
- Using AI in this field

Day 8 Benchmarking against international practice
- Global performance benchmarks
- Common mistakes and how to avoid them

Day 9 Capstone project
- Analyse a real challenge from your organisation
- Build the solution and implementation plan

Day 10 Presentations, final assessment and certificates
- Project presentations and review
- Final exam and certificate award

Schedule 2027–2030

Dates	Format	City	Language	Fee (USD)
18–29 Jan 2027	10-day classroom	Abu Dhabi	Arabic	8,950
16–20 Aug 2027	5-day classroom	Casablanca	Arabic	4,750
4–8 Oct 2027	5-day classroom	Geneva	English	4,750
6–10 Dec 2027	5-day online	Live online	English	2,950
14–25 Feb 2028	10-day classroom	Vienna	English	8,950
20–24 Mar 2028	5-day classroom	Amsterdam	English	4,750
10–14 Apr 2028	5-day classroom	Casablanca	English	4,750
6–17 Nov 2028	10-day online	Live online	English	5,450
14–18 May 2029	5-day online	Live online	English	2,950
4–8 Jun 2029	5-day classroom	Singapore	English	4,750

Dates	Format	City	Language	Fee (USD)
2–6 Sep 2029	5-day classroom	Kuwait City	Arabic	4,750
21 Oct – 1 Nov 2029	10-day classroom	Riyadh	English	8,950
8–19 Apr 2030	10-day online	Live online	English	5,450
3–14 Jun 2030	10-day classroom	Amsterdam	English	8,950
4–8 Nov 2030	5-day classroom	Paris	English	4,750
9–13 Dec 2030	5-day classroom	Kuala Lumpur	English	4,750

Customised and in-house versions of this course are available on request. garnettrainings.com/en/customise/