

Mark Wrice



Professional Training Consultant

NOW BASED IN VIETNAM

Mark Wrice is an internationally acclaimed trainer with specialization in developing and implementing industry-recognised training programs in the Retail Industry. Mark's consulting and training experience takes in Australia, Singapore, India and Thailand. The author of the seminal texts for retail operations and customer service training, Mark Wrice is considered the most sought-after and experienced retail trainer in Australia. Mark has worked with major retail corporations including the retail arms of Shell and Ampol. Mark has also worked with major industry groups in Australia, including the Australian Retailers Association and the Australian Newsagents' Federation, developing nationally-accredited training aimed at improving the retail skills of employees and managers in those industries. Mark worked directly with Fairfax, News Limited and Australian Consolidated Press, to develop industry standards for the sale and distribution of print media. In addition to his training and industry development, Mark has also been an invited speaker at various retailing conferences in order to share his knowledge and expertise with retailing professionals across the Asia-Pacific region.

Author

First Steps in a Retail Career

(Macmillan Publishing, 3rd Edition)

Retail Management

(Macmillan Publishing, 3rd Edition)

Trainer

Certificate II & III **Retail Operations**

Certificate IV & Diploma **Retail Management**

Certificate IV **Frontline Management**

Certificate IV in **Franchising**

Tailored **Customer Service & Retail Courses**

Consultant

Develops & implements **learning plans**

Develops & implements **operations manuals**

Coaches retail managers to improve their overall performance

Businessman

Delivers tangible **bottom-line results**

Strong **business acumen**

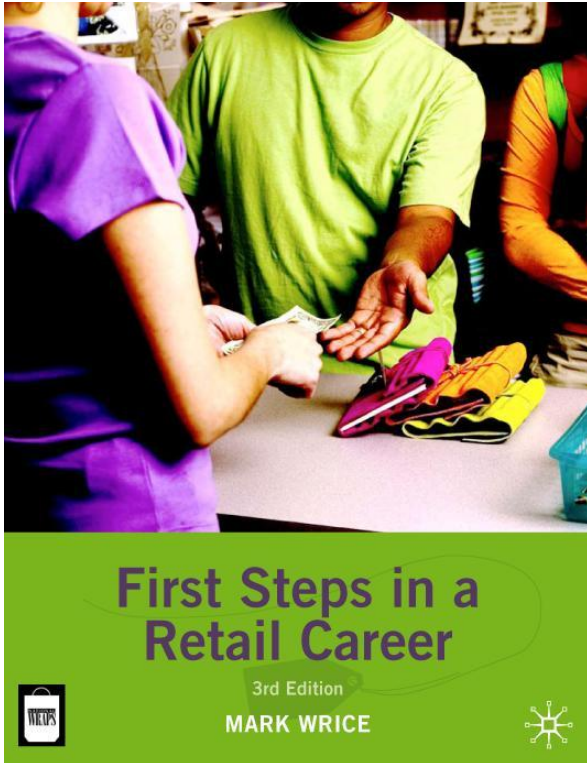
Clear **Return on Investment**

Operational & Strategic Approach

Mark Wrice



Author



First Steps in a Retail Career, third edition, continues to be an invaluable introduction to the dynamic world of retailing. It provides a strong foundation for you to develop your skills and progress your career in the retail industry.

The third edition is aligned to the new SIR07 Retail Package competency requirements and includes both updated information and competency criteria providing a useful introduction to the concepts associated with working in the retail industry.

The new edition extends many of the concepts from the previous editions to reflect the changes of the Retail Package particularly in the Workplace Communication and Retail Environment Chapters. Chapters covering Customer Service, Selling, Merchandising, Inventory, Safety and Security also see new elements including a Best Practice Checklist in all chapters.



First Steps in Retail Management, third edition, this new book provides an invaluable introduction to retail management concepts for those undertaking a career in retail management. It builds on the basic themes examined in Mark Wrice's successful book, **First Steps in a Retail Career 3rd ed**, taking the reader into the new dimensions of managing and controlling the functions performed on the shop floor. **First Steps in Retail Management** focuses on advanced retailing skills, including: Coordination of customer service, selling, merchandising, loss prevention, stock control, Employee relations, including recruitment and management of staff and applying and co-ordinating in-house training for the retail environment The book is a practical text for use in conjunction with the relevant curricula and competency-based teaching resources. The third edition is aligned to the new SIR07 Retail Package competency requirements and includes updated information and competency criteria. It is the National Retail and Wholesale Industry Training Council endorsed text. **First Steps in Retail Management** has become the standard text for many retail management courses, especially those in business studies, commerce and small business.

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Trainer

Sample Custom Course - Customer Service



Customer service is the underlying focus of all the efforts in providing facilities, systems, displays and people. Because of the competitive nature of retailing, it can be the only point of difference in the customer's mind between stores. Providing service that stands out in the customer's mind can be the factor that keeps your store in business whilst others fail.

Duration 1 day or 4 X 4 hour Intensive

Other Custom Courses

Delivery / facilitation of tailored short courses for staff level

- Selling Skills
- Communication in the workplace
- Stock management and Merchandising
- Security and Safety

Sample Australian Accredited Course

Certificate II in Retail Operations

Certificate II provides the skills and knowledge for an individual to be competent in a range of activities and functions requiring basic retail operational knowledge and limited practical skills in a defined context. Work would be undertaken in various retail store settings, such as specialty stores, supermarkets, department stores and retail fast food outlets. Individuals may work with some autonomy or in a team but usually under close supervision.

Individuals with this qualification are able to perform job roles, such as:

- providing product and service advice in a retail store / Customer Service Representative
- selling products and services in variety of retail settings / Sales person
- operating a checkout area / Checkout Operator
- preparing and selling fast food items / crew member
- store, rotate and replenish food stock / Stock hand
- checking stock and replenishing retail shelves

Other Australian Accredited Programs

Delivery / facilitation of Accredited Australian Certificate Programs

- Certificate II, III and IV Retail Operations
- Diploma in Retail
- Certificate IV Frontline Management
- Certificate IV Franchising

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Services available

- **Training Resources and material development**
 - Writing and developing enterprise specific training programs or short courses including manuals, leaders guides, workbooks, Power point presentations and assessments
 - Tailoring Certificate Programs for delivery to specific businesses
 - Development of Company Operations and Procedures Manuals
 - Development of Company Training and Development Programs and Manuals
 - Company Policies development and Manuals
- **Facilitation of training programs – Staff through to Management Levels**
 - Delivery of training programs in-house or through public courses
 - Delivery of Individual Certificate Modules as required
- **In-store consultation and assessment**
 - Conduct of research, analysis and reporting of all aspects on a store including the following:
 - Merchandising / Displays / Layout
 - Customer Service
 - Safety
 - Stock Analysis
 - Security
 - Profitability
- **Merchandising and Marketing Strategies**
 - Development and planning of a full local marketing plan linked in with in-store layout and merchandising requirements
 - Analysis store layouts
 - Market profile analysis
- **Mentoring set-up and facilitation for frontline managers**
 - Based on management training courses undertaken. This provides on-going trainer communication and advice for further development of skills and knowledge
 - Encompasses the development of managerial skills as part of on-going feedback
 - Sets up networking opportunities for managers to interact and exchange ideas
- **Combined store analysis and mentoring for Area / Supervisory staff**
 - This allows for training and skills development to be offered in an area manager's own stores on-the-job
 - Each store is assessed in conjunction with area manager and an action plan developed
 - Key areas of assessing stores and setting action plans are covered as well as business development ideas discussed and documented for submission to Senior Management
 - Assessment documentation is developed for on-going use in stores
- **Competency mapping**
 - Mapping existing internal training businesses may have in place to the Retail Competencies to achieve one or all of the following:
 - Align internal training with Retail Certificates allowing for recognition of internal training through certification
 - Identify shortfalls in internal training
 - Upgrade internal training materials to comply with the requirements of the certificate programs

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Services available

- **Fast Track Business Development** (Suitable for Department Stores / Chains or Franchise Groups)
 - This is an intensive 3 day a week development plan run over a 3 month period (36 days in total) to provide intensive training and in-store consulting services to drive profitability up and facilitate organizational change
 - The process is a flexible combination of consulting, training and material development to provide stores with the skills, techniques, set up and systems and procedures to take the store to a new standard.
 - Training is tailored and directed to staff level, managers and supervisory staff to ensure each knows their roles and responsibilities for a combined team effort and maximum outcomes.
 - The process starts with defining shortfalls, assessing current outcomes and determining future direction and results. This then is coupled with strategies for achievements and monitoring processes to measure set checkpoints throughout the period. The measurements and results are set into recommendations for further growth and achievements for the future.

- **Retained Business Development** (Suitable for Small to Medium sized retail businesses)
 - **GAME Plan** -The plan is being offered as a means to develop business growth strategies for retailers before the early stages of decline. It is a 10 ½ day process cycling through 4 phases to determine and develop strategies for business improvement. It consists of the following stages:
 - **Growth** – setting and implementing plans and strategies to improve business for immediate future
 - **Adjustment** – making changes to store aspects to accommodate and support continued growth
 - **Measurement** – identifying key areas and refining strategies based on results
 - **Evolution** – reviewing, renewing and reinventing the business to deliver returns for long term

 - **HELP Plan** - Is a three day a month in-store assistance plan addressing 3 key areas of the business either as a one off exercise or ongoing every month for a 6 or 12 month period. The 3 days can be run together or one day a week over 3 weeks in the month. The key areas are:
 - **Health** of the store in terms of Store Operations
 - **Education** of staff through Training and skills development
 - **Locally focused** for Merchandising / Marketing
 - **Planning** for future improvement and development in all areas above



Client List



Toyota Australia

Through being innovators in hybrid technology, and promoting excellence in retail and service standards, Toyota are market leaders in the sale of new motor vehicles in Australia.



Shell Australia

Global energy and petrochemicals company with over 90,000 employees worldwide. Shell's commitment to retail training have ensured that they market leaders in convenience store sales in Australia.



Colonial First State Bank

One of Australia's leading wealth management companies, people and service are at the core of Colonial First State's success in retail banking.



Telstra Australia

Telstra is Australia's leading telecommunications retailer and service provider. Telstra has continuously improved its retail service provision year on year through training and development.



Franklins Supermarkets

Founded in 1941, the Franklins chain of independent supermarkets continues to be a market leader in Sydney with over 80 stores. Retail training has been the cornerstone of the continued success of the Franklins brand.



Sumo Salad

2003 saw the opening of the first SumoSalad store on Liverpool Street, Sydney CBD. It was an instant success! People couldn't get enough of the green stuff and it wasn't long before customers were queuing out the door and down the street for their SumoSalad fix. With continued demand for a healthy and convenient fast food alternative, the rest is history with stores opening around the nation and internationally



Client List



Metroof



**Northern Star
Newspapers**



**South Eastern
Petroleum**



**Australian
Retailers
Association**



Pizza Hut



**Sustainable
Energy
Development
Authority**



**Manly Rugby
League Football
Club**



Taco Bell



St. George Bank



KFC



**Newsagent
Australian
Newsagents'
Federation**



**The
Cheesecake Shop**

Classique Jewellery Australia

Southern Edge Training

TodayCorp

Stevenson Karts

Clifton Brothers Petroleum

Australian Hotels Association

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Contact



www.mlw.net.au



Vietnam:
+84 169 2112 905

Australia:
+61 413 050 925



mark@mlw.net.au

mlwtraining@bigpond.com



[mlwtraining](#)



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