



NSRA Members-Only Benefit

# Retail Education Webinar

Mark Your  
Calendar!



Presented by:  
**Karen Barry**

Senior Consultant,  
The Friedman  
Group



## *Service in the New Normal: Equipping Your Staff to Handle the Change*

Thursday, September 10, 2020, at 1 p.m. (EDT)

Upon reopening, most stores have focused on logistics such as safety measures, merchandising, and staffing. However, as the competitive landscape continues to shift, it is not enough to open with caution. Set your team up for excellence, not survival. Your stores and staff need to serve with confidence, joy and a desire to win. Help your team:

- Go 'all in' on the new normal, creating an environment where employees feel good about being there and customers will want to shop.
  - Adjust selling behavior to accommodate mask-wearing and distance measures.
  - Respond appropriately to varying customer emotions and responses, and diffuse difficult customer situations.
  - Understand how KPIs such as conversion rate and average sale may be different due to new customer shopping behaviors.
  - Manage your omnichannel – improve skills in phone selling, online chat, social media management, as well as developing meaningful relationships with curbside and in-store pickup customers.
- Learn to coach and manage a staff of employees who may have widely varied views and experiences of the pandemic.

Let us help prepare your team with Friedman-style reality checks, energy, and valuable strategies to implement immediately. Returning to business is not simply a matter of lifting the gate. Your customers deserve better. *It's Showtime!*

Karen spent several years implementing Friedman sales and management systems prior to joining The Friedman Group. Her ability and willingness to adapt to each company's culture, turn theory into reality, and provide continual support to her clients has made her a highly sought after Senior Friedman Consultant.

**Register at [www.nsra.org](http://www.nsra.org)**

You must be a NSRA member to register. Space is limited. Webinar will be approximately 1 hour.

If you have questions, please contact NSRA at 1-800-673-8446 or [memberservices@nsra.org](mailto:memberservices@nsra.org)