

# The **Mary Portas** guide to successful retailing

An inspirational programme for shop owners and managers



Delivered exclusively by

The National Skills Academy

RETAIL



## → The **Mary Portas** guide to successful retailing

Best known from BBC2 show Mary, Queen of Shops, retail icon Mary Portas has singlehandedly revived many flagging retail businesses with her mixture of guile, good sense and gregarious personality. She has now shared her expertise with Skillsmart Retail to develop a unique series of retail master classes for independent retail stores.

Delivered nationwide through the National Skills Academy for Retail's skills shops, the Mary Portas guide to successful retailing gives a great insight into improving retail businesses.

“Retailing success comes from being brilliant at what you do. I believe that these new master classes will help you get there.”

Mary Portas

### ➤ Who is it aimed at?

The programme was developed to meet the needs of independent owners and managers of retail businesses

### ➤ The format

Covering every stage of creating and running a successful retail business, each master class includes Mary's own set of hints and tips to improve business performance. All master classes are interactive, accessible and supported by real-life cases studies and interviews with a range of independent retailers.

The programme can be taken as a whole or in individual modules to suit specific needs.

### ➤ Business benefits for retailers

This programme will give you the skills to:

- Increase turnover and profit
- Improve quality, standards and service
- Increase staff commitment and motivation
- Enhance personal confidence

“I took away many ideas for my business, some of them I implemented immediately. The course was of very high standard and I would definitely recommend it.”

Karen Wain,  
Derby independent shop





## The programme

### ➡ Developing your brand proposition

**My shop, my future:** Building, mobilising and maintaining a vision for your business.

**Retail finance and business planning:** How to keep a track of how you're doing, keep a grip on cash and what to do when it goes wrong.

### ➡ Bringing your retail business to life

**Buying for your customer:** Buying the products that will attract and keep your customers as well as delivering you profit.

**Selling and service skills:** How to stand out from the crowd and bring more cash into the till through the shopper service experience.

**Creating desire:** The wow factor that sets your shop apart from the rest.

### ➡ Taking your business to the next level

**Marketing for more customers:** How to spread the word about your business without it costing the earth.

**You and your team:** Taking you and your team to new heights, keeping you on track and propelling you into a successful future.

### ➡ Where is the programme delivered?

The programme is delivered exclusively through the National Skills Academy for Retail across the country at a retail skills shop near you.

### ➡ How to book a master class

To find out more about the programme and to book a place on a master class, please contact us at:  
maryportas@nsaforretail.com  
or call us on 08449 670272



**Further Information:**

*To find out more information about Skillsmart Retail, please contact:*

**skillsmart retail™**

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*To find out more about the Mary Portas guide to successful retailing, please contact:*



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“Look at your business through the eyes of the shopper.”

Mary Portas