



Direct Store Delivery

- Topics are highlighted in orange.
- Courses in series (highlighted in black) are shown in order they should be viewed.
- Courses include Closed Captions (CC) in the following languages: English, Chinese (Simplified), French, French (Canadian), German, Portuguese, Spanish, Thai.



Difficult Customers

Challenging Personalities
Handling Angry Customers

Merchandising

Introduction to Merchandising
Being Prepared and Working Safely
Planograms and Shelf Sets
Inventory Replenishment
Off-Shelf Displays
Inventory Management
Communication Best Practices
The Seven Steps to Service

Negotiating Skills

Introduction to Negotiation
Types and Styles of Negotiators
The Rules of Negotiation
Offering and Accepting Concessions
BATNA and ZOPA
Negotiation Power
Negotiation Tactics
Negotiation Coaching

Retail Selling

Knowing Your Customer
Purposeful Partnerships
Preparing for a Sales Call
Initiating the Call
Presenting Sales Suggestions
Handling Objections
Asking for Action
The 5-Step Sales Call

Retail Profitability Model

Introduction to the RPM
Impacting Profitability
Reach
Frequency
Items Per Shopper
Price Per Item

Retail Shelf Space Management

Space Management Principles
Space Management Methodology
Influencing Space Management Decisions

Trade Math

Trade Math Basics
Advanced Trade Math

Winning with Walmart

The Walmart Story
Walmart Pricing and Philosophy
Playing by the Rules
Walmart Store Hierarchy
Engaging with Walmart
Flawless Execution

Shopper Behavior

Introduction
The Path to Purchase
Shopper Insights

Shopper Marketing

Intro to Shopper Marketing
The Shopper's Journey
Shopper Insights
The Shopper Marketing Process
What Shopper Marketing Looks Like

The ABCs of CBD

Intro to CBD
The CBD Market
CBD Retailing

Category Management

Introduction to Category Management
Definitions and Roles
Assessment and Scorecard
Strategies and Tactics
Implementation and Review



Tel-Sell

Non-Face-to-Face Customers
Engagement Techniques
Active Listening
Speaking Clearly
Influencing Customers
Tel-Sell Excellence

Warehouse Fundamentals

Introduction to Warehouse Fundamentals
General Warehouse Hazards
OSHA Warehouse Standards
Material Handling
Warehouse Efficiency and Productivity