

ABN: 29 108 468 248

GPO BOX 4050  
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PH 1300 735 530

**Bookings**  
Email [info@rldf.com.au](mailto:info@rldf.com.au)  
Fax 02 9217 1506

**Melbourne 10<sup>th</sup> June 2008**

## **9am – 12.30pm Inventory Management**

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As stock levels continue to rise through greater consumer demands for product and through greater variation in sales trends, all managers and their staff need to be continually updating their skills. This module has been designed for liquor staff to get a better understanding of stock turns, sales trend variation and the importance of high turn, high margin lines.

Often managers of retail businesses are not keen to share business information with all staff and, unfortunately this often means poorly trained staff unable to do a proper job. Why do staff continually recommend specials to customers in store?

All liquor staff should undertake this program in order for business managers to fully maximize their returns through improved staff understanding and product knowledge.

## **1pm – 4.30pm Marketing Principles (Previously called Ensuring Promotional Effectiveness)**

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There is often confusion with many liquor managers between the terms 'marketing' and 'promotions'. Too often marketing is seen as simply another word for promotions. In this dynamic module, marketing is fully explained and explored so that all managers will obtain a far greater understanding of their market base and their ability for increase their market.

Case studies are used to assist with further individual skill levels and all participants will leave with sales boosting ideas ready for implementation. Managers must attempt to see their business from a customer's perspective, yet after only months in business we often lose that skill and develop '4 wall syndrome'.

This module will assist all liquor managers with a re-examination of their business and all the components of business image on which our customers are assessing us. Perception rules customer behaviour!

### **Melbourne**

Modules: Inventory Management  
9am – 12.30pm  
Marketing Principles  
1pm – 4.30pm

Location: MGA  
Suite 9  
1 Milton Parade  
Malvern VIC 3144

All participants are required to enroll on the attached registration form for confirmation of course attendees. Numbers are strictly limited. This is your chance to make a difference in your business, don't miss out!

**Bookings:** Email [info@rldf.com.au](mailto:info@rldf.com.au) , fax 02 9217 1506 or post completed form to RLDF GPO Box 4050 Sydney NSW 2001



RetailLiquorDevelopmentFoundation

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BOOK NOW!
Please fax this completed
form to 02 9217 1506

RLDF Course Registration Form

Company: Name:
Address: Phone:
Email: Fax:

The cost of each course is \$325 however Foster's Group is providing a subsidy of \$200 per person, per course, therefore you only pay \$125 (per person per course). For members of MGA, MGA will provide an additional subsidy of \$50, so the total cost is \$75.

Please complete the below details for each course you are booking and fax form to 02 9217 1506

AM MODULE

Date of Course: Name of Course:
Location:
Participant Names:
No. of people x \$125 or \$75 = (A)

PM MODULE

Date of Course: Name of Course:
Location:
Participant Names:
No. of people x \$125 or \$75 = (B)

Total Cost (A) + (B) =

PAYMENT IS CONFIRMATION OF BOOKING
UNFORTUNATELY PAYMENT CANNOT BE ACCEPTED ON THE DAY

Methods of Payment
• Credit Card • Cheque made out to RLDF
• Directly into our RLDF account - please call 1300 735 530 for details
A tax invoice and confirmation advice will be forwarded to you in due course
CREDIT CARD DETAILS
Name on Card:
Card Number: Amount:
Expiry: Authorised Signature:
Card Type (please circle): Mastercard/ Visa

Cancellations received at least 2 weeks prior to course date can be redeemed as a credit to future training sessions.