



DIPLOMA IN MERCHANT MANAGEMENT

OVERVIEW

The BMF Diploma in Merchant Management helps you build the talent you already have, giving your supervisors and managers the skills, confidence, and recognition to drive your business forward.



WHO IS IT FOR?

For those in or aspiring to be in a supervisor or branch manager role.



HOW IS IT DELIVERED?

Delivered face to face at a location near you by an industry trainer.



HOW IS IT STRUCTURED?

9 modules including workshops, coursework, handbooks & support.



WHAT DO YOU GET?

Diploma in Merchant Management and membership of the IoBM.



HOW DO I SIGN UP?

Speak to your BMF Regional Manager or training@bmf.org.uk

WHAT IS COVERED?

- Time management & prioritising
- Decision making & creativity
- Speaking, listening & questioning
- Giving feedback & counselling
- Writing skills & grammar
- Team roles & dynamics
- Leading & motivating teams
- Team theories & dysfunction
- Maslow's Hierarchy
- Customer perception & needs
- Customer communication
- Marketing & sales funnel
- USPs vs ESPs
- Quality & service
- Financial basics & BODMAS
- Profit & financial principles
- Bottom line & working capital
- Stock performance & stockturn
- Customer service & availability
- Personal effectiveness & resilience
- Assertiveness & self-management
- Organising & meetings
- Presenting with impact
- Recruitment & inductions
- Building team momentum
- Appraisals & targets
- Discipline & performance
- Learning & development
- VARK learning styles
- Coaching & mentoring
- Budgets & forecasting
- Stock, deadstock & turnover
- P&L & financial reporting
- Suppliers & procurement
- Using data in decision making
- Strategic thinking & planning
- Change & time management
- Kotter's steps & business cases
- Project management