

▲ Who should attend?

- Managers or potential managers of Company Operated Networks.
- Site managers or others holding supervisory roles in the management of Company Operated Networks.

▲ Duration

2 days

▲ In-house Course

▲ Conditions

To be agreed upon

▲ Course Coordinator

Sylvie Saulnier

Ref. **EG/RSM**

RETAIL SITE MANAGEMENT

OBJECTIVES

To demonstrate how to manage directly individual sites or a network of directly managed sites in the Retail Market.

On completion of the course, delegates will:

- be aware of the considerations surrounding Direct Management;
- know the key success factors of direct management such as recruitment and coaching of staff; managing customer relations on sites;
- have learned the essential ground rules for taking over sites, and handing them over to a third party.

COURSE CONTENT

ADDRESSING THE TASK

1 day

Industry and competitive considerations surrounding site management, including pros and cons with syndicate reviews.

The steps involved for the oil company and the future site management company for new developments and existing sites, wet and dry good stocks, staffing, etc.

Managing and motivating low paid staff in a service industry with examples of good practice. Recruitment.

On site HSE responsibilities, and building safety into design through co-operation.

Short role playing sessions will be used to emphasise points.

Good techniques for the management of fuels, shops and car wash.

Attention to category management at site level, and different options for sites in category management depending on the supplier relationships.

The importance of car wash management with examples of good practice in various markets, as well as attitudes to pricing and promotions.

CONTROLLING THE ENVIRONMENT

1 day

Handing over a site to a third party: the essential steps, managing staff in the process, treatment of wet and dry stocks.

Also, the steps in permanent closure, treatment of customers in this situation and how best to succeed while protecting the brand.

Other modules will develop customer relations management on site with examples and role playing; assessing the risks and taking steps to defeat on-site crime; good practices in the management of incidents, such as small or large fuel spills, injuries to staff or customers, fires, etc.