



VM-UNLEASHED
'one-to-one'
consultancy



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ONE-TO-ONE CONSULTANCY

Retail is a tough industry to learn. It was traditionally the 'school of hard-knocks,' but the classic hierarchies of the big retailers were a good way to learn your trade in the essential roles of retailing. Excellent negotiators were moulded in the buying department, merchandisers learnt the hard way to know their numbers and check them endlessly, shopkeepers evolved their selling patten and ruled their shopfloors as their kingdoms.

In this age of disruption, how and where do new entrants to the retail world learn their trade. If indeed there is a trade to learn anymore.

Retail today is much about 'soft-skills.' Being customer focused, data driven, quick-to-market, decisive to act. Traditional retailers at all levels, particularly the higher ones, are now the ones on a steep learning curve. Ironically, they learn from their teams, or externally from support agencies. The retail knowledge hierarchy is turning on its head.

However, so long as there is retail that is based on selling physical product, and the fundamentals of buying & selling remain as the tools to making profit, then of course fundamental retailing skills are still part and parcel of the industry. Pureplay start-ups and 'accidental retailers' selling from a passion need to learn these skills and learn fast. But learning is difficult when you are no longer immersed in a team of experienced retail professionals.

The 'learning fast' is a problem for many. The time pressures of any normal day do not allow for learning, even in established retailers. The dynamics get ever faster, personal contact and mentoring ever more remote.

Much of what we would now call the retail industry is made up of a fragmented groundswell of individuals, working at pace, devoid of traditional learning structures, ever adapting to new retail models and principles, more rapidly than ever flitting between different businesses.

The old are trying to learn the 'new ways' The new are attempting to understand some of the valuable 'old ways.' Everyone is trying to find their own ways.

To frame this in my own context, 'One-to-One Consultancy' helps to bridge this gap by helping individuals thrown into the deep end of retailing to find their feet. On the one hand we have 'Bespoke Retail Training' to quickly inject the required knowledge and awareness, and then we have 'COLAB Personal collaboration' which offers ongoing support and advice for retail professionals as they advance on their daily retail journeys.

Once upon a time there were 'Retail Business Projects' and now there are 'Individual Retail projects'

Retail is a tough industry to learn. Join the club.

Perhaps you don't require any external help at all. Maybe just a little re-assurance. That's great. I'm happy to help you come to that conclusion through an informal chat. If we decide together that you could do with a hand, be assured that our assistance will be appropriate, workable, collaborative, affordable and achieve the goals you require. It can be as open and corporate as you wish. As private and confidential as you wish.

If you are interested in that re-assuring chat, then please get in touch.

tim@retailmeaning.com

TIM RADLEY

I'm a retail consultant based near London. I bring to the table 30 years of being young in the industry.

I've worked with retail companies on a wide variety of strategic and operational projects, from back-end product development to front-end customer experience, and on most things in-between. My role has always been to introduce 'new' retail thinking and processes. To improve both the financial performance KPIs, and the human experiences of retail businesses. This has never been as important, as it is now.

I have been fortunate to work across the world of retail from Europe and Asia to South America and the US. It has confirmed my view that retail people and customers are all 'cut from the same cloth,' yet are as diverse and wonderfully individual as the list of people I have worked with suggests.

Primark, Walgreens, Boots, Adidas, AllSaints, Ferrari, Luxottica, Ray-Ban, Nespresso, Bata, Halfords, Carrefour, Ladbroke's, Camper, Jack Jones, Marks & Spencer, Cortefiel, Springfield, Sainsbury, Continente, Sonae, Otto Versand, BonPrix, World Duty Free, Sprinter, La Caixa, National Geographic, Real Madrid, KappAhl, Flex, Gruppo Vestebene, Alessi, Eroski, Gruppo Coin, OVS, Carrera, Aena, Heaton's, Bally, Portaventura, Sony, Clarks, Benetton, Imaginarium, Dublin City Council, Porcelanosa, Northumbria University, Bialetti and Baltika.



BESPOKE RETAIL TRAINING

There are any number of reasons why you might want a one-off injection of retail knowledge as an individual.

- You may be starting a new role in a retail sector or category that is not familiar to you. You may feel to need a 'fast-track' knowledge injection so that you hit the ground running.
- You may have been handed a new project to manage or work, or a promotion where you feel you need to improve or intensify your knowledge and awareness
- You may own or work for an 'accidental retailer' where selling goods and managing retail issues is a bi-product of another passion. In this case a 'fast-track' training program can help you get up to speed with the retail fundamentals you are lacking
- You may be an established retail executive who is struggling to keep up with the latest retail trends and thinking
- You may simply not have the time to know everything you need to
- You may just want to learn more about retailing

We can offer all varieties of support lasting from a few days to a few months. What support you need and for how long, and how frequently you have time to manage it, is entirely up to you. We can construct everything you need. And in today's world everything can be remote, even study tours. Geography is no barrier.

- Business profiles of your own, prospective or competitor businesses
- Business insights & recommendations
- Market analysis and opportunities
- Latest news & thinking
- Current best practice
- Study tours – real & virtual
- Reports, exercises
- Conversations & presentations
- 'Brainstorming' sessions

If you decide that a bespoke training programme would be a valuable catalyst for your wider objectives, be assured that our assistance will be appropriate, workable, collaborative, affordable and achieve the goals you require.

The arrangement can be as open and corporate as you wish, part of your internal training budget and programming. It can also be for more than one colleague.

The training can also be as private and confidential as you wish.

If you are interested, then please get in touch. I'd be very happy to have a personal chat with you, to listen to your needs and requirements and to talk you through the possibilities, methods and costs.

tim@retailmeaning.com

There are many things we could take about...

- Make yourself 'Essential'
- Build your customer relationships
- Personalise your customers
- Grow your people & technology
- Build business skills for today
- Deliver Sustainability
- Create customer communities
- Build your community shop
- Evolve ethical standards
- Build your proposition
- Build the best organizational structure
- Embrace data-centricity
- Develop 'linear' & 'lateral' internal processes
- Create 'process loops'
- Think & act like a 'digital-first' retailer
- Become an agile & energetic retailer
- Build customer 'touchpoints'
- Transform Supply Partnerships
- Build a 'Retail Hub' Build community

'COLAB' – PERSONAL COLLABORATION

'COLAB' is the alternative to a one-off Bespoke Training Plan and offers ongoing support and advice for retail professionals as they advance on their daily retail journeys.

The fact is that every week brings new challenges and opportunities for busy professionals. We all want to do the best job that we can, be as prepared and as professional as possible.

- You may simply not have the time to do everything
- You may lack internal support resources
- The challenge may be something you don't naturally excel in
- The task might require additional specific knowledge or awareness
- You need 'eyes and ears' on the ground in your shops
- You would like someone the 'brainstorm' with and use to bounce new ideas off
- You may just want someone out of the office to confer with

COLAB is your exclusive club. Time, and therefore numbers are limited.

For a monthly fee you will have direct access to me, Tim Radley. You will have a specific number of my days. My undivided attention and access to my experience and retail skills. The time can be used to support you in whatever ways you need. And in today's world everything can be remote, even study tours. Geography is no barrier.

- Bespoke reports, insights & recommendations
- 'Eyes and ears' reports from your shops
- Market analysis and advice
- Latest news & thinking
- Current best practice reports & visits
- Advice 'hotline'
- Study tours – real & virtual
- 'Brainstorming' sessions
- 'Ghost writing'
- Blogs & newsletter writing
- Editorial and corporate content creation
- Marketing material creation
- Business presentations and report development
- Workshops development
- Proof reading & sense checking

If you decide that 'COLAB' would be a valuable support in your ongoing retailing role, be assured that our assistance will be appropriate, workable, collaborative, affordable and achieve the goals you require.

The arrangement can be as open and corporate as you wish, part of your internal budget and programming. The support can also be as private and confidential as you wish.

If you are interested, then please get in touch. I'd be very happy to have a personal chat with you, to listen to your needs and requirements and to talk you through the possibilities, methods, and costs.

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There are many things we could take about...

- Initial product sourcing
- Space expansion
- Assortment supply partnerships
- Shop design branding & advertising
- Customer service
- Retail operations & technology
- Sourcing
- Supply chain expansion
- Category management
- Fledgling multi-channel development
- CRM & retail intelligence
- Visual merchandising & events
- Mobile
- Social media marketing
- Loyalty
- Subscription memberships
- IT Big data, data analytics
- Social selling, influencers,
- DTC
- Sustainable sourcing, recycling
- Digital & fulfilment partnerships
- Digitally led strategy, fluid-channels
- Circular economics

If you'd like to read my book first to understand where I'm coming from, then that's an excellent idea.

MEANING IN THE RETAIL MADNESS
How to be an Essential Retailer

It is hot off the press for 2021.

In the book you will find 75 action plans and 100 retail best practice insights. They may guide you in assessing your current weaknesses and opportunities.

I hope also that the sections on how to flourish in the 'The life and times of the Essential Retailer' how to evolve 'Agile Organisations' and excel in 'Astute Strategies' may also be a source of inspiration and guidance.

Thank you for taking the time to get this far. It's been my pleasure.

