



Store Sales Management E-learning Course



Martec International

Martec International is a leading provider of data, industry knowledge and insight on retailers, consumer goods companies and other suppliers to retail, especially technology companies.

Our customers include:

- Retailers
- Consumer Goods companies
- Technology suppliers to retailers and consumer goods companies
- Marketing services companies that promote services to retailers and consumer goods companies
- Other service providers, such as logistics companies.

We help clients increase their industry knowledge, develop their skills and grow sales. Companies from approximately 38 countries across 6 continents come to Martec for assistance and insight.

Target Audience

This program is designed for:

- Merchandisers and their teams
- Buyers and their teams
- Supply chain managers and their teams
- IT departments
- Vendors supplying and selling inventory management systems.

Objectives of the Suite

By the end of this program, learners will be able to;

- Explain the theory, principles and practice of sales and inventory management
- Describe best practice sales and inventory management processes
- Prepare for and participate effectively in Monday morning and monthly reviews

Course Overview

- This module explores how Store and Area Managers can work together to drive sales performance through effective routines, clear communication, and focused operational execution. It explores how Store Managers can adjust daily routines to support sales growth and target achievement, how to monitor and interpret key sales metrics to inform decision-making, turn performance insights into clear, practical action plans, and use review discussions to track progress, identify actions, and support continuous improvement.



There are three pricing options:

- Professional is suited to new joiners who will complete the complete training suite in a limited time. An induction licence is valid for 3 months. It also includes access to the complete Retail and Consumer Goods Industry Knowledge for a 12 month licence.
- Performance Enhancer is valid for 12 months. This allows those who need to re-visit the classes periodically to refresh their knowledge to do so whenever necessary. It also includes access to the complete Retail and Consumer Goods Industry Knowledge for a 12 month licence.

You can get a full explanation of the benefits and what is included in each option as explained in our [class pricing options](#) web page.

All a student needs to run the program is access to a PC and a web browser. The program is hosted on Martec International's Learning Management System and is available round the clock.

Companies may also purchase a corporate licence which provides unlimited access within the company's own organization. Prices are available on request.

CPE Credits

If you are a CPA licensed in the United States you may be eligible for Continuing Professional Education Credit for this course which is 1.8 CPE Credits.

Program Contents

Store Manager – Daily Routine

- Metrics
- Sales performance
- Cash management
- Stock management

Staff Attrition

- Impact of staff attrition
- Improving retention in store teams

Store Manager - Reporting

- Daily reporting
- Weekly performance review
- Monthly reporting
- Analysis to identify potential performance improvements
 - Performance against chain average
 - Sales to stock ratio analysis
 - Chain, area and store-level performance analysis
 - Stock analysis
 - If it is not a stock issue

Area Manager - Reporting

- Daily reports
- Weekly reports
- Overs and shorts analysis
- Labor cost as a percent of sales
- Sales to stock ratio
- Monthly reviews and analysis - store reports
- Monthly reviews and analysis - key considerations
- Store visits

Mastery Test

Store Sales Management v1.0

RESOURCES ASK AN EXPERT CONTACT START OF COURSE EXIT CERTIFICATE

Daily Routine Metrics

- Store Traffic
- Conversion Rate
- Basket Size
- Collect Orders
- Returns
- Staff Training

CONVERSION RATE

Metric: Percentage of customers who make a purchase

Challenges: Customers entering the store are browsing but not buying. Barriers like long queues or a poor in-store experience can also reduce the likelihood of a sale.

Solutions:

- Focus on turning interest into action. Are your displays fresh, engaging, and fully stocked? Can shoppers easily spot new arrivals and key products?
- Encourage the team to be proactive, greeting customers and offering help in a natural, approachable way.
- When customers engage, highlight new items, special buys, and great-value deals without being pushy.
- Make sure your signage is clear and effective, guiding customers and supporting their decision to buy.

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Stock Analysis - Last 6 Weeks Trend (or N Weeks)

Sales

Stock dropping gradually

Significant stock decline

Replenishment

Sales Floor 1 1 1 1 1 1 Time (weeks)

Weeks 1-3
Stock levels declined as products sold through. If this occurred early in the season, it would indicate a potential issue.

Week 4
The sharp decline in sales could be due to range/size/color fragmentation

Multi-Floor Stores
Has the department been relocated? In department stores, sales per square foot typically decrease the higher the department is located within the building.

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Monthly Reviews and Analysis – Key Considerations

P&L/Trading Statements

Space Management Reports

Inventory Reports

Gross Sales

Void Transactions

Returns

Gross Margin

Local Markdowns

Expense Costs

Payroll and Labor

Shrink

Space Productivity

Manager Effectiveness

Career Progression

Action Plans

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Testing

At the end of each module there is a mastery test. If the learner completes this test with a pass mark of 70% or more and also completes our short class survey, they will be issued with a certificate.

Delivery Options

This program can be delivered in two ways:

- Individuals or companies can order the program for one or more people via the Martec International web site at www.martec-international.com.
- If a company wants to train batches of students, the e-learning program can be studied to a group time schedule and live web-based instructor-led sessions can be provided to allow for interaction with a subject matter expert. There is an extra charge for this for smaller size groups.

Further information and pricing can be provided on request.

More Information

You can learn more about Martec at the following locations:

<https://www.martec-international.com>

Our YouTube channel at <https://www.youtube.com/channel/UCy9AbJlSWOIOJitqjqWZsDA>.

If you have an enquiry you would like to make of Martec, you can use the Enquire Further button on <https://www.martec-international.com/contact-us> or call +44 1823 333469.