

The logo consists of the letters 'M A X' in a bold, dark blue, sans-serif font. The letters are centered within a dark blue rectangular frame that is open on the right side.

M A X

RETAIL MADE
SIMPLE

We help retail companies optimize performance
of their physical stores

What we do

We provide customized learning and training programs for retail employees in:



Leadership

The practice of growing people and reaching business goals. The ability to recruit the right people and the ability to inspire, involve and expect high performance from each member of the team.



Operations

The practice of executing and optimizing daily, weekly, monthly and yearly tasks. This with the purpose of creating more time for the consumer, more time to lead and more time to sell.



Sales

The practice of inspiring the consumer to buy. A team with the right attitude focused on delivering a unique consumer experience and exceeding sales targets.

How we do it

We combine a set of online and offline elements for our learning and training programs:



Workshop

Training sessions either as a course or as an online seminar, with the focus on giving participants new knowledge and challenging their ability to transform this knowledge into behavior.



On the job training

Hands on with participants in their market, in their district or in their store. The focus is on ensuring support to the individual participant on their home field, as well as ensuring individual sparring and coaching in the specific business case.



Mentoring sessions

Individual sparring live, via phone or on Skype. The focus is to ensure continuous focus on the project, as well as to ensure individual coaching on the specific business case.

Process Description

We use the following methodology for our training programs, and adapt this to any specific business case:



Collaborators

We work with a selected list of collaborators to secure the best solution for any project:



Compliance measurement.
We use Mobaro for all our projects to support the execution of our project goals via our MAX – scoreboard.



Online learning and communication platform – FUSE.
We use FUSE for ex. knowledge and content sharing and Q/A webinars.



People assessment tool.
We use DiSC as a tool to support many of our projects ex. in relation to recruitment, communication, team optimization and leadership.

About Us

We are dedicated retailers with a passion for people and processes.
We are known for our ability to contribute throughout the process of development, training and final execution in store.
With a low practical approach, we make things happen!

Our purpose is to narrow the following
3 gaps in the industry:



The fact that 70% of business strategies are not executed.
– Mckinsey & Co



The fact that most business trainings
are a waste of money and time,
because only a microscopic fraction of training is ever
put into practice and the hoped-for benefits obtained.
– David Maister



The fact that 95% of businesses believe
that they are consumer focused.
80% of these businesses believe they deliver
a unique experience to their consumers.
Only 8% of consumers are experiencing the same.
– Bain & Company

Client Statements

Our commitments involve the role of a trusted business partner.
Many of our new projects come from existing customers
– a partnership we strive to achieve with all our clients.

“MAX positively provokes your mindset
in your way of managing and leading your business.”

—

“Our collaboration with MAX has not only had
a positive effect on the P&L – but also with the store staff,
who has given us an overwhelming positive feedback.
MAX has delivered a simple and effective execution and
the results have exceeded our expectations.”

—

“The consumer and staff are always in focus
and the solutions are simple, easy to understand and
have added great value to our company.”

—

“MAX’s extensive passion and understanding of operating
retail stores gives them a strong competitive advantage!
They have a rare ability to connect with,
match and inspire people.”

—

“MAX coaching abilities are phenomenal
– it enforces the managers strengths, competences
and boosts their performance.”

Contact us

To learn more about our service offerings and industry expertise, visit our website or contact us using the information below.

You can also follow us on Facebook and LinkedIn for our latest updates.

SEARCH: MAX – Retail Made Simple

www.maxretail.dk
contact@maxretail.dk
+45 40 10 54 54

Kildebjerg Bakkevej 17 . 8600 Ry . Denmark