

**Extra Dhandha, Simple Funda**

**Introducing Shivaram !**

He is the guy who has over 3 decades of experience in India’s best brands Titan Watches, Tanishq Jewellery , Astra where he held positions in Training, Retailing and Merchandising. He was an integral part of the Tanishq team for over a decade, from around the time the division was making losses in 2001, then when it turned around and in the year 2011-12, did a business of over Rs. 8000 crores. He has multiple success stories to his credit in areas of customer experience, training, merchandising, product innovations and retailing.

**Then what happened ?**

At 50 years of age, he decided that his dream of working for the next 25 years would be possible only if he started on it now and not after retirement ! The option was to become an entrepreneur when every thing was comfortable, “actually too comfortable for him ! and that too at Titan !

**So, what did he do ?**

He then voluntarily moved to the Training Department handling all the 3 Jewellery Brands of Tanishq, GoldPlus and Zoya, so that he could live his dream of Consulting/Learning/Development to help Retailers and Retail Store Staff across India and overseas.

**What does he have that others will pay him for and not some one else ?**

He has developed deep Customer Understanding, Retail Business Development, Merchandising and Supply Chain, and coaching skills, and he empathizes with the challenges faced by the retailers and their store staff . He has trained multiple retailers and over 3500 people so far.

Some of the areas of his expertise and interest include increasing clients’ profitability through innovation and processes, Optimization of Inventory using Dr. Eli Goldratt's Theory of Constraint, Retail Store Staff training and motivation, using the internet and new technologies to reach out the Retail Sales Staff, across the country and beyond.

**So, what does he do now ?**

After 20 years in Titan, he quit in 2012, and set up a Retail Gurukul, where he now mentors owners, consults chain stores and trains retail store staff in India and Middle East. He now writes a column [http://www.retailjewellerindia.com](http://www.retailjewellerindia.com/@_the_Gurukul_/3122/2953), a Jewellery magazine ( circulation >12,000 in >600 towns in India), and has 3 books on Retailing skills for Store staff, Floor managers and Store Managers. His company is a Vocational Training Provider for the Government STAR scheme and has over 90 % success.

Couple of months ago, he ran a very successful 4 City Training program for over 150 jewellery retailers from every marquee brand from TBZ, GRT, Tanishq, CKC, WHP, PNG Mumbai and Pune, K R Ashetekar, Pune, etc. etc. using his magic formula SALES= S.E.R.V.I.C.E.S and conduct another 7 city training program in December 2014 for over 300 retail staff for Evara Platinum Launch. Another one for another council is due in March 2015

E learning is an challenge and an opportunity for Retailers and he has built E learning programs for multiple brands like Puma, Helios, Titan Watches, Mom n Me, Chumbak, Tanishq etc.

He has worked with over 25 organisations in Apparel, Consumer durables, Footwear, Jewellery, Watches, etc . and a few Private Equity Companies in the last two years.

**What is to show for all this claims ?**

Some recent results include :-

1. One simple idea for a “SALE” helped a client of his release 3 Cr of one year old inventory during this Diwali
2. For retailer with multiple stores, where the designs identified by him are selling 3 times faster than the rest of the merchandise
3. In December 2014, he conducted the Sales Ambassador’s Training program for the national launch of Evara Platinum for 30+ brands across 7 cities which was very well received ! The program covering motivation, selling skills, concept and design “understanding and selling”, individual and combined role plays, and specially developed hand outs on “SALE= S.E.R.V.I.C.E.S
4. He is a master Trainer to train STAR assessors, university faculty for course on Retailing.
5. For a manufacturer with Quality problems in prong heights, yet another simple solution about a reference sample brought down the defective rates significantly
6. For another retailer, an “aha” moment, on how he can utilise his inventory much more effectively.
7. For yet another single store family retailer , “sensitively” educating the “owner” who was buying on intuition ( 20 crores of inventory) to move to a combination of data analytics and intuition .
8. Another result was to help staff identify slow moving inventory with a “code” solution for immediate identification. This helps auto focus at the selling point !
9. A E learning program for over 500 retail store staff for a sports MNC

He looks forward to meeting people who have challenges and are willing to experiment with innovative and practical solutions through a Process Of On Going Improvements! (POOGI).

**Finally, you get more than what you pay for ! that is his “unrefusable offer”.**

He is willing to sign up a transparent pay for performance if the client is ready ! He is !



Shivaram

[Retailgurukul@gmail.com](mailto:Retailgurukul@gmail.com) / Ph 0 9036036524

On Linkedin, Twitter and Facebook.