

Increasing employee loyalty by investing in their future

As a valued commercial financial services client, you've come to rely on RBC Royal Bank® to provide innovative solutions for your business. And our commitment to helping you succeed goes beyond the basics of financial services.



In retail, as in any business, it pays to establish strategic partnerships to maximize your opportunities for growth. Your partnership with us includes other associations with expertise in a variety of sectors, one of which is the Retail Council of Canada (RCC).

In the ever-changing retail environment, you're likely faced with a multitude of challenges. Among them, attracting — and retaining — talented retail employees. By leveraging the partnership between RBC Royal Bank and the Retail Council of Canada, you could give employee loyalty and retention a significant boost with surprisingly little investment.

Retail Council of Canada

As the Voice of Retail across Canada, Retail Council of Canada (RCC) represents more than 40,000 storefronts of all retail formats, including independent merchants, regional and national mass and specialty chains, and online merchants, to form the largest, most vocal retail organization in Canada. Through its members, partners and sponsors, RCC promotes the value and image of the retail industry to governments, businesses, employees and media. RCC also brings together retailers and suppliers to network and support the development of new business opportunities and best practices.



canadian retail institute

A Division of Retail Council of Canada

» RBC clients save 30% on CRI program rates

Help your employees build their career. And your business

As a retailer, you recognize the importance of employing skilled people at every level. RCC's education team oversees training and certification programs through the Canadian Retail Institute (CRI). These programs are aimed at providing your employees with the skills they need to develop their career, while contributing to your business' success.

Certified Retail Sales Associate (CRSA) program

Based on the Canadian retail industry's highest standards to provide employees with a solid retail career foundation, while earning nationally recognized credentials, focusing on:

- › Professionalism
- › Customer service and sales methods
- › Inventory procedures
- › Store appearance techniques
- › Security and safety practices
- › Communication skills

Certified Retail First Level Manager (CFLM) program

This program enables first level managers to acquire a broader base of business skills to help them achieve their retail career goals, with emphasis on:

- › Professionalism
- › Communication skills
- › Leadership techniques
- › Human resources
- › Operational procedures
- › Marketing strategies
- › Customer service methods
- › Sales methods
- › Administrative practices
- › Planning strategies

Powerful partnerships. Substantial savings.

At RBC Royal Bank, we understand the sophistication of today's consumer. And that your business is part of a dynamic industry that's constantly evolving as the demands of the global marketplace evolve. Our retail specialists are committed to providing you with flexible financial solutions and advice to help meet your evolving business goals and the needs of your customers — whether you're retailing goods, services or both.

As your commercial financial services provider, we'll continue to secure partnerships with key industry allies to offer you more comprehensive business solutions.

If engaging and retaining employees is proving to be a challenge, you may benefit more fully from RCC membership, by taking advantage of the training and certification programs offered through the Canadian Retail Institute. As an RBC® client, you'll also benefit from a 30% discount on the posted program pricing. Simply supply your RBC transit number to RCC at the time of registration.

Leveraging powerful partnerships to improve your bottom line is another way RBC puts you first.

To learn more about Retail Council of Canada, visit: www.retailcouncil.org.

To find out about the training and certification programs offered by the Canadian Retail Institute, go to www.retaileducation.ca/.

Discover more financial products and services to meet your retail needs at: www.rbcroyalbank.com/retail



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