



"Every new customer is the beginning of a love story. You must enchant, woo, surprise, prove and nurture the relationship, so they remain happily wedded to your brand. It's a mutually beneficial partnership of trust and respect "

- Marguerite Bell

## MARGUERITE BELL BIOGRAPHY

**M**arguerite Bell specialises in increasing the profitability and reputations of retail businesses through the transformation and future proofing of their customer service experiences.

Marguerite is one of Australia's leading customer service experience consultants, dedicated to changing the way retailers think, feel and act towards the people they exist to serve. Marguerite's focus lies in educating businesses to achieve the pinnacle in customer service by committing to a culture of training, motivation and innovation.

With more than 25 years' experience in the retail industry at the most senior levels, Marguerite's passion for retail began the moment she stepped into her first role. After completing management training with Big W, she moved to Suzanne Grae where she fast-tracked to Area Manager and developed programs to train her teams, increasing their performance and profitability.

In 1996, Marguerite joined Wombat Enterprises as NSW Area Training Manager, before being appointed State then National Retail Manager. During her tenure at Wombat, Marguerite developed and implemented major operational, customer service and visual merchandising training programs for more than 300 team members. As a result of Marguerite's success, the brand expanded nationally from 12 to over 70 stores.

In 2005, Marguerite was appointed a senior executive for Pretty Girl Fashion Group, becoming the Group's Strategic Resource Manager. Her appointment resulted in major achievements and improvements to the company's operational policies and procedures. Marguerite initiated the design, development and facilitation of training programs and fostered team member mentoring and motivation for over 2,500 employees. She also led major IT rollouts, implemented WHS, visual merchandising policies and training, and authored the Group's point of sale manuals.

As Pretty Girl Fashion Group's Steering Team Chairperson, Marguerite worked with executives, key stakeholders and store team members to drive the steering team's initiatives. Together with her team, Marguerite prompted, identified, reviewed and debated key strategic objectives in order to improve and add value to the business, bringing together HR, Property, Supply Chain, Finance, Operations, Visual Merchandising, Marketing and stores across all brands. Marguerite and her team mapped an implementation course that met the needs of stores to deliver excellence to the customer, increasing profitability and customer loyalty.

Marguerite established her consultancy in 2009 after recognising the need to dramatically increase customer service skills as a whole across the wider retail industry. Marguerite has since worked with some of the country's largest retail brands to effect change in the areas of people and culture, customer service education and training, point of sale and visual merchandising - the silent salesforce.

In her contracted role as Retail Project Manager for Sheridan Australia, Marguerite planned and drove the execution of the company's new retail point of sale system implementation. During this time, she authored new user-friendly point of sale manuals and rolled them out nationally with a comprehensive training program.

Marguerite also worked closely with Anna Design jewellery, providing strategic planning and implementation advice for its business as well as establishing a service-oriented and sales focused culture and authoring the *Steps for Service Success* guide for the sales team.

In an unusual move for an education institution, Wodonga TAFE approached Marguerite to develop its Certificate III in Retail Operations. Introducing innovation into the mix, Marguerite wrote the course content from a shop floor perspective and initiated a more hands-on approach to helping students apply learnings in real life. The results saw a win/win for students and businesses alike.

Marguerite's career has also afforded her the opportunity to work with leading retail industry experts including Retail Doctor Group, offering her specialist skills to retailers, shopping centres and consultancies across the country.

As an active mentor, Marguerite has provided unwavering advice and support that has resulted in her mentees achieving some of the top retail roles nationwide. It is a testament to Marguerite's engaging and empathetic approach that her clients continue to seek her services as they move from role to role.

Marguerite is also a regular contributor to the retail media and a dynamic keynote speaker. Thanks to her influential and senior roles in the industry, Marguerite leaves her audiences energised and motivated with practical tips, actionable ideas and the impulse to create change from the minute they leave the room!

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