

RETAIL SELLING SKILLS (1 Day)

A highly intensive 1-day workshop that will equip sales staff and supervisors with the necessary competence and attitude to maximise sales and create long-term customer loyalty.

Client Comments

"Hugely inspirational. Allowed me to explore sales and service options I had not thought of for my staff."

"Ann Cooper - Retail Location Supervisor: Regency Duty Free Stores Ltd

"A thoroughly enjoyable, informative and insightful course."

Katrina Thomas - Retail Manager: Happy Valley Honey

Target Audience

All retail sales staff, plus team leaders and supervisors accountable for sales

WORKSHOP CONTENTS

Step 1: The Approach and Greeting

- First impressions and personal appearance
- Having a friendly and cheerful disposition
- Acknowledging customers you cannot assist immediately
- Approaching Customers:
 - *The Decided Customer*
 - *The Undecided Customer*
 - *The Browsing Customer*
- Using THREE types of Greetings

Step 2: The Qualification

- Questioning/Probing to discover the customer's real needs and wants

Step 3: The Demonstration

- Establishing Trust
- Establishing Value
- Creating Excitement and Desire
- Demonstrating merchandise FEATURES and BENEFITS
- Involving the customer
- Offering alternatives
- The use of technical terms

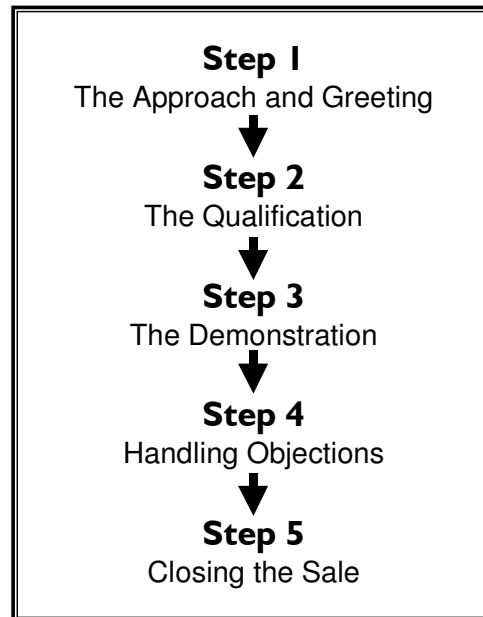
Step 4: Handling Objections

- Handling THREE types of objections
- Identifying the customer's true objection
- Anticipating objections

Step 5: Closing the Sale

- Recognising buying signals
- Using FIVE closing techniques
- Generating additional sales:
 - *Add-on selling*
 - *Up-selling*
 - *Cross-selling*
- Reassuring and farewelling the customer

THE SALES PROCESS



This competency-based workshop is highly practical and interactive in nature, with lots of role-playing to practise the skills learnt.

Supplemented by THREE powerful videos, illustrating each step of the sales process and crucial customer service principles.

PARTICIPANT FEES:

Public Workshops: Not available as a public workshop

In-House Workshops: \$225-00 + GST (minimum 6 delegates per workshop)

SMALL-GROUP IN-HOUSE WORKSHOPS:

- 5 Delegates: \$255-00 + GST pp
- 4 Delegates: \$335-00 + GST pp
- 3 Delegates: \$395-00 + GST pp
- 2 Delegates: \$495-00 + GST pp