CHANGE ACT
Analysis Consulting Training

*Soft skills*

# *Selling skills essentials in retail*

## *Course background*

Many retail store sales agents may believe that focusing on sales and achieving sales targets will necessarily affect the level of customer service they provide. However, when retail employees focus on how their customers feel and make decisions throughout the experience, they deliver excellent service and develop valuable two-way relationships.

## *Course objectives & content*

Course objectives:
- Explain what motivates customers (logical and emotional) to buy or continue to use a product/service
- Explain four personality styles; identify their own style, and adapt their style to establish rapport with other personality
- Follow a simple 5-step sales process that will give them the confidence, energy, and focus they need to become successful retail sales professionals
- Use a powerful sales questioning technique that will enable them to better ask customers around lifestyle needs
- Overcome common objections and close the sale
- Make the best out of each interaction with every customer
- Learn valuable lessons from Joe Gerard, one of the greatest retail salesmen who ever lived

Course content:
- Introduction: Linking sales and customer service
- Step 1: Know your stuff and your customer
- Step 2: Create the opportunity
- Step 3: Matching customer needs
- Step 4: Handle objections and close the sale
- Step 5: After sales and follow-up

## *Targeted audience*

Retail sales professionals

## *Duration*

The course duration is 1 days or 7 hours.

## *Course fee*

Please see the enrolment form/ proposal.

** Conditions apply. Please see the enrolment form/ proposal.*

## *Number of delegates*

Please see the enrolment form/ proposal.

## *Course design*

The course is delivered through theories and practice to enhance the learning process.

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