

# The Art of Retail SELLING

## OBJECTIVE

Retail Selling is a dynamic seven step process that can be used without continual reference to manuals and has been proven to dramatically improve the sales and customer service levels in organisations that have embraced its philosophy. The Business of Selling is specifically designed to provide participants with the skills needed to close more sales. This is achieved by providing a highly interactive environment in which participants learn, via hands on participation, to understand the importance of a structured sales process. Additionally, participants will learn the concepts of team selling and how to manage their clients in a face to face situation.

## TARGET CUSTOMER

This programme is designed for all sales people working in retail sales.

## LEARNING OUTCOMES

- Utilise the seven-step process to enhance their sales.
- Use probing and reverse questioning to identify the needs of their customers.
- Use product features and benefits to introduce products to clients.
- Be able to deal effectively with the five principle customer emotional responses.
- Assess their own performance in relation to the use of the skills taught
- Improve customer service levels by effectively managing the client.
- Effectively manage a client "follow up" procedure.

## WORKSHOP OUTLINE

- Why Train? ... Overview and background using active listening skills
- The Seven Steps of Selling
- PCP ... Pre-Call Preparation
- Welcome ... *"Do unto others as THEY would have you do unto them"*
- Introducing the Product using Features and Benefits
- Always Ask for the Order
- Motivation Will Get You Started ... BUT Habit Will Keep You Going
- Sales Aids
- Lets Talk KPI's ... how to know you are improving!
- Work Project ... to enhance learning retention and understanding

## DURATION

Two Days