PROFESSIONAL DEVELOPMENT TRAINING

016 299 1479

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1.0 DAY COURSE

Retail Sales Training [Custom]

Standing out among the competition is important in today's competitive retail market. This Retail Sales training course from PD Training is designed to offer new techniques on improving sales in retail outlets, while at the same time concentrating on the significance of providing excellent customer service.

After attending the course, you will be able to ask effective questions to better understand your client's needs, control the sale and lead a customer to becoming a buyer, handle price shoppers professionally, minimize and negate the need to discount and much more!

This training course is now available in Malaysia and Kuala Lumpur.

This Retail Sales training course can be delivered at your premises by one of our expert local or international trainers or live online using our HIVE technology.

Click on the In-house tab below to generate an instant quote.

What You'll Gain:

Retail has long been one of the most competitive sales environments and the competition only continues to increase. It is vital to all retailers that we make the most of every marketing dollar and every customer by giving our retail sales staff the skills and confidence to professionally manage, control and close sales.

This course will provide your team with skills and techniques to close more sales whilst providing great customer service and not creating a pushy forceful sale.

Outcomes

- Learn to create a great first impression
- Learn to greet constructively & create a personal connection
- Develop rapport & create warmth & openness
- Ask effective questions to better understand client needs
- Master active listening techniques

- Learn to control the sale & lead a customer to becoming a buyer
- Learn an amazingly simple and professional way of handling price shoppers
- Learn 4 effective techniques for minimizing & negating the need to discount
- Understand sales psychology such as the "The Power of YES when selling"
- Learn to ask for the sale
- Learn cross selling and upselling
- Master effective techniques for closing without being pushy

Modules

Lesson 1: It Starts with you

- Attitude
- Personal Appearance
- Product Knowledge
- Sell yourself on the product
- Enthusiasm

Lesson 2: Consider the customer

- What do you expect when you are a customer?
- The value of every shopper
- The mission for a retail sales person
- Define 'excellent retail customer service'

Lesson 3: Starting the sales process

- The importance of first impressions
- How to create a good first impression

Lesson 4: Greeting

- The golden rule
- Create a constructive greeting
- Construct positive dialogue
- Develop rapport

Lesson 5: Needs analysis

- Deepening techniques
- Probing questions
- Active listening
- 'Minimal encouragers' - their importance and how to use them

Lesson 6: Control the sale

- 'The Challenge' - persuasion, not confrontation
- How to handle people shopping on price
- The excellent 6 step technique that negates the opposition and maintains your professionalism

Lesson 7: Maximizing Every Opportunity

- Minimizing/Negating discounting
    - 4 effective techniques
- Why discount & Why not?
- Cross Selling
- Upselling

Lesson 8: Sales Psychology 101

- The Power of 'Yes' when selling
- Tie downs
- Tag Ons

Lesson 9: Closing the sale

- Knowing when the time is right
- Don't be afraid to ask for the sale
- 3 closing techniques

Lesson 10: Thank you

- Referrals
- Repeat business
- Genuine mutual appreciation

Talk to our expert team

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