



SELLING IN RETAIL

Measurable and improved results through skills transfer, practical application and ongoing development.

Programme Outline

When the store is open, every day is a performance! But rather than the salesperson being the centre of attention, it is the customer we should focus upon. We should be grateful that customers have come to our store and they should be treated like invited guests.

Skills learned to include personal presentation, store cleanliness, greeting customers, selling add-ons, encouraging the customer to return.

This programme is invaluable to the experienced salesperson to 'brush-up' on their skills, as well as those entering this scene to have a sound base from which to succeed.

Participant Benefits

Improved sales success and enriched job satisfaction by "selling goods that don't come back, to customers who do". Achievement will be through:

- Recognising the critical part they play in the retail strategy
- Developing an attitude of working to delight the customer, not just serve the customer
- Being responsible for maintaining clean and appropriate merchandise
- Discovering customer needs and selling to those needs
- Obtaining the sale and add-ons in an assertive, not aggressive, manner
- Handling irate/angry customers for mutual benefit
- The customer wanting to return/recommend the store for future sales and profitability

Programme Content

Module 1: The Retail Service Attitude

People buy from people. Customers are more likely to buy from salespeople they can trust, who are polite and enthusiastic.

- The 7 key variables in retail strategy
- Creating the right store and personal image
- Developing the store checklist
- Ways of creating customer delight?
- Developing customer empathy
- Providing solutions not problems
- Understanding the steps in the retail sale

Module 2: Greeting the Shopper

Customers form over 80% of their impressions of us within the first four minutes. In the retail sales situation, the initial 30 seconds can be crucial to the sale. Greeting customers and gaining their attention is vital in the retail outlet.

- Ways of meeting and greeting
- Adaptive Selling
- Establishing interest and rapport
- The best way for me
- Steps in the retail sale



Module 3: Qualifying the Customer

The more information you have, the easier your job will be. Obtaining relevant information is vital to the salesperson's success. And success will come from the ability to ascertain needs through questioning; to ask the right question at the right time.

- K.I.S.S. the customer
- The three types of questions
- Responsive listening
- Assessing the customer's needs
- Developing questioning and qualifying techniques
- Suggestive selling

Module 4: Benefit Selling

Customers do not buy the product, they buy what the product will do for them. The effective salesperson satisfies the customer's needs by concentrating upon the use of the product, not the product itself.

- The 3 questions a customer always asks
- Why customers buy
- Fitting my product to the buyer's needs
- Painting mind pictures
- Making my product interesting

Module 5: Satisfying Concerns (Objections)

We all wish to own, we all wish to invest, but seldom do we want to buy. We all have resistance to purchasing and our customers are no different from us. Uncertainties are a fact of life and we should welcome them, for if a customer has no questions, then have we communicated effectively. It is better to have a questioning customer before the sale, than a complaining customer after.

- Satisfy concerns and prevent objections
- Recognising the two types of concerns
- The three steps in satisfying concerns
- Common errors in satisfying concerns
- Techniques for satisfying concerns
- Successfully handling the customer



Module 6: Obtaining the Order

Salespeople often have a fear of "closing" or obtaining an order from the customer. We fear a "No" if we ask; we hope the customer will ask to buy our products and services because of the way we have presented ourselves. Obtaining a commitment is confirmation of what is already agreed. The customer expects it and if you have been professional you have earned it.

- Easy ways to obtain a commitment
- Knowing how and when to seek commitment
- Ways of seeking commitment
- The best way for you
- Suggestive selling
- Leaving the customer satisfied

Module 7: Follow-Up

A sale has been made and the customer appears satisfied, but what about this golden opportunity to add value to our service and profitability? In our excitement of having concluded the deal, in our excitement of having seen all our hard work reach fruition, we can spoil this chance to delight the customer through a lack of follow-up.

- Congratulating the customer and preventing buyer remorse
- Expanding the sale with add-ons
- The five steps to the follow-up
- Steps in the retail sale
- Steps in satisfying concerns
- Guidelines to successfully handling the customer

Module 8: Contacting the Customer

There are many dollars to be earned by being proactive and following up with a customer after the sale to advise them of new/existing lines that would complement their initial purchase.

- Preparing for the call.
- Creating a favourable impression.
- Suggesting possibilities.

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