PROFESSIONAL DEVELOPMENT TRAINING

1300 121 400

REQUEST QUOTE

1.0 DAY COURSE

Retail Sales Training

In a retail sales situation, satisfying every customer can be difficult, but there are proven methods and skills you can learn to maximise their satisfaction and increase sales. One key principle is simply to be there when needed and offer assistance as required.

The PD Training Retail Sales Training Course provides you with an understanding and skills development in how to better engage with customers, how to control the sales process, how to identify upselling/cross-selling opportunities, learn basic sales psychology, how to conduct basic needs analysis and much more.

This comprehensive sales training course is designed to help retail sales professionals sell more and discount less, how to deal with difficult customers and professionally handle every sale and maximise every opportunity.

This dynamic training course is available now throughout Australia, including Brisbane, Sydney, Melbourne, Adelaide, Canberra, and Perth.

What You'll Gain:

Retail has long been one of the most competitive sales environments in Australia and the competition only continues to increase from online shopping providers. This evolution means it is vital for all retailers to have their retail sales staff professionally trained, so everyone is on the same page with regards to product knowledge, identifying upselling/cross-selling opportunities and providing the highest quality customer service.

By providing your retail sales staff with these crucial skills, they will gain the confidence to professionally manage, control and close more retail sales, as well as contributing to the overall customer experience which can give your organisation a true competitive edge in this fast moving, global economy.

Outcomes

After completing this course participants will be able to:

- Learn to greet constructively & create a personal connection
- Develop rapport & create warmth & openness

- 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 minimising & negating the need to discount
- Understand sales psychology such as the 'The Power of "YES" when selling'
- Learn how to simply ask for the sale
- Learn to identify cross selling and upselling opportunities
- 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: Maximising Every Opportunity

- Minimising/Negating Discounting
    - 4 Effective Techniques
- Why Discount & Why Not?
- Cross Selling

Lesson 8: Sales Psychology 101

- The Power of 'Yes' When Selling
- Tie Downs
- Tag Ons

- Upselling

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

Phone: 1300 121 400

Email: enquiries@pdtraining.com.au