

Contract Trainers Australia

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Retail Sales Training

This retail sales training course will help you, sell more, discount Less, handle 'price shoppers' and close sales without feeling pushy.

Retail Sales Training Course Outline

Foreword:

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 customers whilst providing great customer service and not creating a pushy forceful sale.

OUTLINE

<p>Retail Sales Training Course - Lesson 1 It Starts with you</p> <ul style="list-style-type: none">• Attitude• Personal Appearance• Product Knowledge• Sell yourself on the product• Enthusiasm	<p>Retail Sales Training Course - Lesson 2 Consider the customer</p> <ul style="list-style-type: none">• 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'
<p>Retail Sales Training Course - Lesson 3 Starting the sales process</p> <ul style="list-style-type: none">• The importance of first impressions• How to create a good first impression	<p>Retail Sales Training Course - Lesson 4 Greeting</p> <ul style="list-style-type: none">• The golden rule• Create a constructive greeting• Construct positive dialogue• Develop rapport

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<p>Retail Sales Training Course - Lesson 5 Needs analysis</p> <ul style="list-style-type: none">• Deepening techniques• Probing questions• Active listening• 'Minimal encouragers' - their importance and how to use them	<p>Retail Sales Training Course - Lesson 6 Control the sale</p> <ul style="list-style-type: none">• '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
<p>Retail Sales Training Course - Lesson 7 Minimising/Negating Discount</p> <ul style="list-style-type: none">• 4 effective techniques• Why discount• Why not?	<p>Retail Sales Training Course - Lesson 8 Sales Psychology 101</p> <ul style="list-style-type: none">• The Power of 'Yes' when selling• Tie-downs• Tag-ons
<p>Retail Sales Training Course - Lesson 9 Closing the sale</p> <ul style="list-style-type: none">• Knowing when the time is right• Don't be afraid to ask for the sale• 3 closing techniques	<p>Retail Sales Training Course - Lesson 10 Thank you</p> <ul style="list-style-type: none">• Referrals• Repeat business• Genuine mutual appreciation

Retail Sales Training courses are delivered by **contract trainers** in Brisbane, Sydney, Canberra, Melbourne, Adelaide and Perth.

Web links:

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