PROFESSIONAL DEVELOPMENT TRAINING

Retail Sales Training

REQUEST QUOTE

1.0 DAY COURSE

This Retail Sales Training course by PD Training is designed to provide your retail sales staff with the skills, techniques and confidence to successfully manage, control and close sales in a retail situation.

The Retail Sales Training course covers the following topics: active listening techniques, creating a great first impression, techniques for minimizing & negating discounts, asking effective questions to better understand client needs, developing rapport, cross selling and upselling, techniques to successfully close a sale without being pushy and much more.

This comprehensive training course is available across the U.S., including Atlanta, Austin, Baltimore, Birmingham, Boston, Charlotte, Chicago, Dallas, Houston, Jackson, Los Angeles, Manhattan, Miami, New York, Orlando, Philadelphia, San Antonio and Seattle.

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

By the end of this training course, participants will:

- 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

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Modules

Lesson 1: It Starts with you
- Attitude
- Personal Appearance
- Product Knowledge
- Sell yourself on the product
- Enthusiasm

Lesson 2: 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 3: 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 4: Maximizing Every Opportunity
- Minimising/Negating discounting
    - 4 effective techniques
- Why discount & Why not?
- Cross Selling
- Upselling

Lesson 5: Starting the sales process
- The importance of first impressions
- How to create a good first impression

Lesson 6: Sales Psychology 101
- The Power of 'Yes' when selling
- Tie downs
- Tag Ons

Lesson 7: Greeting
- The golden rule
- Create a constructive greeting
- Construct positive dialog
- Develop rapport

Lesson 8: Closing the sale
- Knowing when the time is right
- Don't be afraid to ask for the sale
- 3 closing techniques

Lesson 9: Needs analysis
- Deepening techniques
- Probing questions

Lesson 10: Thank you
- Referrals
- Repeat business

- Active listening
- 'Minimal encouragers' - their importance and how to use them
- Genuine mutual appreciation

Talk to our expert team

Phone:

Email: