

RETAIL SALES TRAINING

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COURSE LENGTH: 1.0 DAYS

In retail sales, you and your staff will be dealing directly with a wide range of consumers or end users of the products or services you offer. 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 with your end users.

The Retail Sales Training course covers the following topics: active listening techniques, creating a great first impression, developing rapport, cross selling and upselling, techniques to successfully close a sale without being pushy and much more.

This comprehensive course is now available in London, Birmingham, Leeds, Glasgow, Sheffield, Bradford, Edinburgh, Liverpool, Manchester and UK wide.

Please click the In-House Training tab to receive a free quote for courses delivered at your preferred location.

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 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 minimising & 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: 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 7: Maximising Every Opportunity

- ▶ Minimising/Negating discounting
 - ▶ 4 effective techniques
- ▶ Why discount & Why not?
- ▶ Cross Selling
- ▶ 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 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 8: Sales Psychology 101

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

Lesson 10: Thank you

- ▶ Referrals
- ▶ Repeat business
- ▶ Genuine mutual appreciation

WEB LINKS

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- ▶ [View this course online](#)
 - ▶ [In-house Training Instant Quote](#)