

professional retail sales

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| description | A one or two-day workshop according to the needs to be covered. Builds ability and confidence in using practical retail sales techniques. Also Includes motivational work to improve personal drive and attitude. |
| who should attend | Anyone involved in retail sales, who is serious about improving their sales results. |
| features | <p>Three Ingredients for Success</p> <ul style="list-style-type: none">• drive, attitude and confidence. <p>Customer Care</p> <ul style="list-style-type: none">• a never ending sales process• customer perception and why it is so important• results of International survey on why customers leave. <p>Fundamental Selling Skills</p> <ul style="list-style-type: none">• people buy people first• people buy results. <p>Welcoming the Customer and Opening the Conversation</p> <ul style="list-style-type: none">• using eye contact• standing up to show attention• the greeting• how to encourage conversation. <p>Asking Questions and Identifying Solutions</p> <ul style="list-style-type: none">• using open and closed questions• listening and using the "ask back" technique• matching the benefits and making them powerful to the customer• using products and brochures. <p>Overcoming Objections and Closing the Sale</p> <ul style="list-style-type: none">• getting commitment• creating customer rapport• closing on the final objection. |
| format | Presentation of ideas and techniques with full delegation participation. Uses a combination of group discussion, practical business scenario role-plays and technique analysis. |
| benefits | <ul style="list-style-type: none">• Increased confidence to negotiate and close sales.• Improved attitude and approach of all participants.• Optimum results achieved each day. |

For more details of our consultancy and training support

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