

professional retail sales

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.

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For more details of our consultancy and training support

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