

Workshop Title	Retail Sales & Service Workshop
Workshop Duration	2 Days
Workshop Description	<p>In today's image conscious environment, it is critical that a retail sales person must project the qualities of an expert in their field so that it is consistent with that of the organization and to their customer.</p> <p>The retail sales personnel needs to display their knowledge and at the same time show value to the customer to be able to persuade the customer to want to purchase at your retail outlet. A combination of Sales and Service, this workshop provides dozens of practical sales ideas, techniques, and principles to ensure high daily and monthly store sales figures.</p>
Who Should Attend?	<ul style="list-style-type: none"> • Retail Sales Personnel
Workshop Learning Objectives	<ul style="list-style-type: none"> • Learning the importance of projecting the company's image and professionalism; • Understanding the importance of BRANDED customer service and exceeding customer delight; • Develop the necessary behaviors to project the right image and professionalism; • Awareness of the messages our non-verbals communicate to the customer; • Showing the customer that we care and understand their needs; • Getting the customer to talk and building rapport; • Presenting the products to the customer in an effective way; • Learning to sell to the customer by using a consultative approach-benefit selling and educating; • Know how to best sell to the different genders and age groups; • Practicing the new behaviors at work.
Workshop Outline	<p>Module 1: The New Retail Mentality</p> <ul style="list-style-type: none"> • Sales and Customer Service • The Need for Consultative Selling • The Face-to-Face Retail Sales Cycle

	<p>Module 2: Giving Customers The Branded Customer Experience</p> <ul style="list-style-type: none"> • Understand What Your Store’s Brand Image is to Your Customer? • Am I Representing that Brand Image Well? • Determining What Our “WOW” Service is and achieving it. • The Behaviors that Need to be Displayed to Customers. <p>Module 3: Developing Professional Sales Body Language</p> <ul style="list-style-type: none"> • Body Talk is Critical to Your Success • Principles for Interpreting Your Own and Customers’ Body Language • Learning to Read Others’ Thoughts by Their Gestures • Body Posture, Hand Movement, Interacting with the Client, Eye Contact, Facial Expression & Using Your SMILE <p>Module 4: Speak Up and Consult The Customers</p> <ul style="list-style-type: none"> • The Various Types of Greetings for Customers • Understand the Customers’ Needs by Asking the Right Questions and Listening Actively • 5 Ways to Build Rapport with the Customer • Assisting the Customer with Their Needs- It is About Them not Us <p>Module 5: Retail Selling To The Customers</p> <ul style="list-style-type: none"> • Key Tips on Presenting the Products - Setting Expectations • Selling Benefits Not Features of the Product to the Customer • The Powerful Verbal Selling Words That We Can Use • Dealing with the Woman, Man, Teenager and Child <p>Module 6: Practicing the New Behavior</p> <ul style="list-style-type: none"> • Continuous Development of the Knowledge, Skills, Attitude and Habits of a Retail Sales Professional to Create a Professional Image • Personal Action Plan: Developing a Personal Service Commitment
<p>Training Methodology</p>	<p>The training methodology is based on the ATCEN PEAK concept. This will include: high impact short lectures, numerous role plays on selling, analysis body language, vibrant discussions, idea sharing with evaluation and real time individual feedback from facilitator.</p>

