

11<sup>th</sup> Date of the  
Month (Year 2019)

## Frontline Retail Selling Skills

Duration: 1 Day or 2 Days  
Audience: Retail Sales Professionals



### Overview

Many retail store sales agents may believe that focusing on sales and achieving sales targets will necessarily affect the level of customer service they provide. However, when retail employees focus on how their customers feel and make decisions throughout the experience, they deliver excellent service and develop valuable two-way RELATIONSHIPS. Building customer relationships and meeting their needs is at the heart of this selling skills course specifically designed for frontline retail sales professionals.

At the core of this training course, participants will learn and practice a proven, step-by-step sales questioning model they can use immediately in any sales situation. This powerful sales questioning technique is all about asking the right questions in the right order. It is designed to increase the likelihood of making a sale by better understanding customer needs while maintaining a great customer experience. By following this proven questioning model your retail sales professionals will confidently lead their customers successfully through the buying experience.

**Course participants will learn how to guide the sales/service conversation efficiently and effectively. They will also learn how to:**

- Adapt their communication style
- Question customers around lifestyle needs
- Build trusting, long term relationships
- This course was delivered to a major multi-national telecommunication company's retail employees and generated significant measurable results.

### Course objectives:

***By the end of this training course participants will be able to:***

- Explain what motivates customers (logical and emotional) to buy or continue to use a product/service.
- Explain four personality styles; identify their own style; and, adapt their style to establish rapport with other personality styles.
- Follow a simple 5-step sales process that will give them the confidence, energy, and focus they need to become successful retail sales professionals.
- Use a powerful sales questioning technique that will enable them to better ask customers around lifestyle needs.
- Overcome common objections and close the sale.
- Make the best out of each interaction with every customer.
- Learn valuable lessons from Joe Gerard, one of the greatest retail salesmen who ever lived.

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## Outline of topics:

### **Introduction : Linking sales and customer service:**

- ✓ Selling or Serving Icebreaker activity.
- ✓ Moments of truth.
- ✓ Ethical sales practices.

### **Step 1: Know your stuff and your customer:**

- ✓ Know products and services you sell inside out.
- ✓ Knowing your market and competition.
- ✓ Buyer types we deal with.
- ✓ Find out your own personality/buyer type.

### **Step 2: Create the opportunity:**

- ✓ Greeting customer properly
- ✓ Having a professional introduction
- ✓ Discovering customer needs
- ✓ OPEN Questioning technique

### **Step 3: Matching customer needs:**

- ✓ Features, advantages and benefits
- ✓ The right benefit to the right customer
- ✓ Identifying customer's decision criteria

### **Step 4 : Handle objections and close the sale:**

- ✓ Types of objections
- ✓ Handling the most common objection "price"
- ✓ Handling objections model
- ✓ 9 closing techniques

### **Step 5 : After sales and follow-up:**

- ✓ Meet Joe Girard (The world's best retail salesman)
- ✓ Best practice post sale follow-up actions
- ✓ leaving no stone unturned
- ✓ Fun Reverse brainstorming activity wrap up activity

### **Competitive review game - *An Exciting review challenge (Power Point Game)***

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### **The Training package includes:**

- Powerful opening icebreaker that establishes the link between sales and service
- Best practice theory exploration
- Facilitator-led group discussions
- Self-discovery activity
- Game-based learning
- Practice exercises
- **Participant Reference Workbook**
- **PowerPoint Slide Presentation**

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