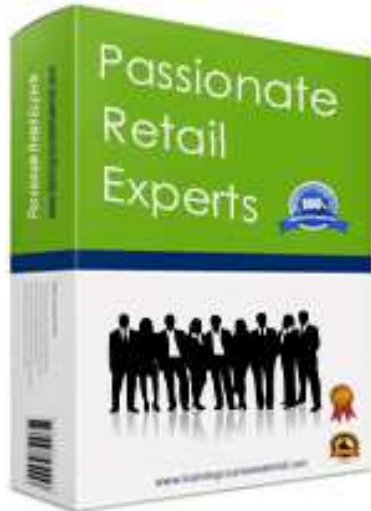


16th Date of the
Month (Year 2019)

Passionate Retail Experts

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



Overview

This one or two day customer service training program is designed specifically for retail front line sales agents to equip them with the needed customer service excellence foundation to engage better with customers, portray energy and commitment as well as clearly understand how positive phrasing can help to deliver a connection with customers and enhance their personal communication.

Delegates will learn how to manage challenging customer interactions and relationships to deliver outstanding service.

Course objectives:

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

- Link what customers value to what successful retail agents need to be.
 - Understand the importance of making a great first impression.
 - Demonstrate body language that engages others.
 - Understand that intensity comes from emotions.
 - Develop different diffusing techniques for dealing with customers showing strong emotions.
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Outline of topics:

Module 1 : Customer Motivation:

- ✓ Discover what customers say about what matters to them in receiving great service.
- ✓ Link what customers value to what successful retail agents need to be.
- ✓ Understand that customer behavior is influenced by both logic and emotion.
- ✓ Explore the logical and emotional motivators of buying from you / using your service.

Module 2 : Rapport = Results:

- ✓ First impressions.
- ✓ Explore the attitudes and knowledge of successful retail agents.
- ✓ Explore the skills of successful retail agents.
- ✓ Discover how the program will develop retail agents to deliver great sales/service.
- ✓ Sharpening your rapport.

Module 3 : Non-Verbal communication:

- ✓ Understand the elements that make up total communication.
- ✓ Discover some truths and myths about body language.
- ✓ Demonstrate body language that engages others.

Module 4 : Language of influence:

- ✓ Language that engages others.
- ✓ Language that influences others.
- ✓ Push Vs Pull influencing techniques.
- ✓ Five basic communication principles.
- ✓ Focus on Behavior NOT personality.
- ✓ Being specific.
- ✓ Use the power of questions.
- ✓ Listen Actively.
- ✓ Communicate assertively.

Module 5 : High Intensity interactions:

- ✓ Understand that intensity comes from emotion.
- ✓ Explore ' What response am I looking for'.
- ✓ Develop two different diffusion techniques.
- ✓ Apply and practice.

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

The Training package includes:

- Best practice theory exploration
- Facilitator-led group discussions
- Self-discovery activities
- Game-based learning
- Practice exercises
- **Participant Reference Workbook**
- **PowerPoint Slide Presentation**

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