

## **RETAIL SELLING SKILLS**

*Non-Credit Bearing*

### **AIMS**

The course is recommended for all retail staff. It will provide delegates with a solid understanding of their roles and responsibilities as sales agents. They will understand why they must exceed customer expectations and how to do that most effectively to ensure repeat business. Delegates will learn the techniques and skills to subtly exploit every opportunity to drive sales, without being too pushy.

### **OBJECTIVES**

Understanding Business Basics

Distinguish between Marketing and Sales functions

Understanding Customer Experience

Identifying and Knowing How to Exceed Customer Expectations

Sales Tips & Techniques

- Communicating Effectively
- Building Rapport and Relationships with Customers
- Cross Selling & Up Selling – When and How
- Using Emotional Connections
- Exploiting the 5 Senses
- Selling Features & Benefits

Setting and Measuring Personal Sales Goals

Thinking Out the Box

### **OUTCOMES**

Delegates will:

- Understand the basics of Revenue, Expenses, Profit, Mark-Up and Margin
- Learn how to identify customer needs and how best to satisfy those needs by exceeding expectations;
- Become familiar with recognised sales techniques and how and when to use them effectively
- Learn the importance of setting personal goals and continually measuring performance

*One-day course 08:30 -16:00*

*Tel: (031) 267 1229*

[sales@kznbtc.co.za](mailto:sales@kznbtc.co.za) / [www.kznbusinesstraining.co.za](http://www.kznbusinesstraining.co.za)