

RETAIL SELLING SKILLS

Creating Impactful Retail Experiences

Non-Credit Bearing

"Make a customer, not a sale." – Katherine Barchetti

Great retail salespeople don't just sell - they serve, connect, and build loyalty. Yet many staff lack the confidence or strategy to do this effectively without feeling pushy. In today's experience-driven marketplace, it's the subtle, skilled approaches that turn browsers into buyers, and first-time customers into loyal brand ambassadors.

This hands-on course equips retail professionals with the tools to understand their responsibilities, deliver service excellence, and drive sales in a natural, customer-focused way. Participants will leave confident, proactive, and ready to exceed expectations at every interaction.

WHO SHOULD ATTEND

- Retail floor sales staff
- Newly appointed retail supervisors and sales managers
- Professionals in customer-facing retail roles aiming to sharpen their effectiveness

HOW YOU WILL BENEFIT

- **Strengthen** your ability to deliver memorable customer service
- **Master** proactive selling techniques that feel authentic and customer-centred
- **Develop** sharper listening and interaction skills to create positive impressions
- **Improve** how you respond to complaints and difficult situations
- **Learn** to see objections as sales opportunities, not barriers

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One-day course 08:30 -16:00

Tel: (031) 267 1229

sales@kznbtcc.co.za / www.kznbusinessstraining.co.za

WHAT WILL BE COVERED

Introduction

- The role of the retail sales agent
- Why service and subtle selling go hand-in-hand
- The impact of excellent customer experience on business success

Understanding customer service

- Service excellence – what it looks like in a retail context
- Moments of truth – recognising critical customer interactions
- Service chain – how your role impacts the bigger picture
- Understanding your customers – needs, expectations, and emotional drivers

Creating positive impressions

- Good interaction skills – from greeting to farewell
- The 70-30 principle – mastering the balance between listening and speaking
- Being a good listener – asking the right questions, hearing the real answers
- Using our voices correctly – tone, pace, and clarity
- Body language signals – reading and responding to customer cues
- Overall appearance – projecting professionalism and approachability

Selling in a proactive manner

- Why we need to proactively sell – the value to the customer and the business
- Sales questioning techniques – uncovering true needs
- A case in point – applying techniques through real-world examples
- Objections are opportunities – reframing resistance
- Selling the benefits, not the product – linking features to values
- High touch, low pressure – mastering subtle, relationship-driven selling

Ensuring customer retention

- Worst customer experiences – what not to do
- Our negative beliefs about customers – how they impact behaviour
- Reasons for complaints – prevention through proactive service
- The benefit of complaints – using feedback as a loyalty tool

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