

Build your skills



COACH-LED



VIDEO BASED



CUSTOMISED



CERTIFICATE



4 HOURS

This course follows on from 'Retail Fundamentals' and gives you the next level of selling skills. Learn how to better connect, uncover needs and demonstrate solutions to make more sales.

The RedSeed online coaching loop encourages practice of the techniques with the trainee and observation to ensure they're being used with customers.

Using best practice video-based learning for optimal engagement, your team will see the techniques, hear why they work, and see demonstrations of how to use them with customers.



Who's it for?

- All retail sales teams.
- Those who have completed Retail Fundamentals and want to extend their skills.

Topics covered

- Attitude and mindset.
- Store budgets.
- First impressions.
- Dealing with resistant customers.
- Creating value.
- Understanding why customers object.
- Dealing with an objection.
- When and how to add additional items to the sale.
- Understanding why we don't close.
- Identifying and acting on buying signals.
- Encouraging customers to return to your store.
- Following up with customers.
- Resolving customer complaints.

Optional extras

Add 8 customised videos to demonstrate the sales techniques in-situ. Scripted in partnership and filmed in your environment, using your people. These show your best practice and increases engagement and uptake of the right behaviours.

Learning outcomes

After completing this course, your team will be able to demonstrate the following behaviours with confidence;

- Is able to create a positive mindset and bring their best to the sales floor each day.
- Can adapt their opening to each customer to connect, and break down resistance so the customer will relax.
- Asks good questions to understand the customer's situation, before recommending a solution to them.
- Can demonstrate solutions that are high value and show that they've listened to their customer by matching needs to features, advantages and benefits.
- Is able to find out what the customer's objection is, and is comfortable using the HEAR process to keep the sale moving.
- Uses their expertise to offer additional items to create a total solution for the customer.
- Is confident closing because of the trust they've built and the genuine connection with the customer.
- Resolving customer complaints to the customer's satisfaction.