

Develop your art



COACH-LED



VIDEO BASED



CUSTOMISED



CERTIFICATE



4 - 6 HOURS



This programme follows on from 'Build Your Skills' and is the third in the retail sales series. It has 8 courses, each covering a step of the sale. Learn how to add your own style and art, and develop the subtleties in your technique to connect with any customer in any situation.

The RedSeed 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, understand 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 Build Your Skills and want more consultative sales skills.

Topics covered

- Attitude and mindset.
- Identifying the buyer's motivations.
- Product knowledge.
- Knowing your competitors.
- Welcoming customers back.
- Assisting more than one customer.
- Making smooth transitions through the sales process.
- The power of using stories to sell.
- Handling price objections.
- Dealing with buyer's remorse.
- Effective closing techniques.
- Customer loyalty.

Optional extras

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

Learning outcomes

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

- Understand intrinsic motivations and their impact on self-improvement.
- Use empathy to connect with different customer personas to improve their shopping experience.
- Effectively provide customers with alternatives, advice and recommendations to match their needs.
- Transition smoothly from uncovering needs to demonstrating solutions.
- Incorporate storytelling to enhance their product demonstrations.
- Use advanced strategies to uncover objections and successfully overcome them.
- Make add-ons more compelling by linking them to their buying desires and motivations.
- Apply closing techniques that turn an indecisive customer into a decision-maker.
- Reassure customers in their purchase to avoid buyers' remorse and increase loyalty.