

# Fundamentals



CUSTOMISED



VIDEO BASED



ALL DEVICES



CERTIFICATE



2 HOURS

Giving your customer a warm and heartfelt greeting and being able to confidently open the sale is one of the most difficult things to master in the sales process, but possibly the most important!

Understanding the basic skills required to engage a customer and to find out what they're looking for allows you to build the right solution and earns you the right to ask for the sale.

In this course, see the seven steps of the sale explained and demonstrated with easy to use techniques that are proven to deliver results.



Using the power of video we demonstrate the fundamental skills that your team need to sell your products. Using interactive activities to check their understanding and encouraging them to practice the techniques with customers, we give them the tools for success.

Built in 10 minute, bite-sized pieces 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
- Short term employees for peak trade times.

## Topics covered

- The sales process.
- Representing the brand.
- A warm welcome.
- Opening the sale.
- Finding out why they came in.
- Understanding the customers needs.
- Building trust and rapport.
- Demonstrating product effectively.
- Understanding buying signals.
- Overcoming an objection.
- Completing the solution.
- Closing the sale and getting customer details.

## Learning outcomes

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

- Is able to adapt their greeting to the customer and make them feel welcome in the store.
- Can build trust and rapport with the customer through small talk and good communication techniques.
- Asks open questions in a logical sequence to find out about the customer's needs so that they can create the right solution for the customer.
- Demonstrates products with passion and is comfortable using features and benefits.
- Is able to draw out and deal with a simple objection that the customer raises.
- Can confidently offer additional complementary items to create a total solution for the customer and to grow the value of the sale.
- Is comfortable using a straightforward close.
- Can sell the benefits of your customer loyalty programme and get the customer's details.

## Optional extras

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