



## Retail Sales Training

Retail sales is a critical part of the microeconomic division in the selling business. Getting good at doing it is all a matter of your store associates being able to engage those strangers with money that we call customers, build rapport with them, pitch and compare your different products, and to close a sale. These skills have to be built in your salespeople and retailers to optimise sales and to meet quotas, while building a capable staff of sellers. The art of pitching and closing the deal is what the retail salesperson lives for. This training course is therefore set to train your team members to capably perform retail sales.

## **Course Overview**

The first part of the day will be spent getting to know the participants and discussing the workshop. Students will have the opportunity to identify their learning goals.

### **Specific learning objectives include:**

- Learn the mechanical steps of employee on-boarding.
- Understand the importance of absolutely knowing little details about saleable goods.
- Improve verbal communication skills.
- Building rapport with the customers.

### **Get Them On Board**

In this session, participants will learn the mechanical steps of employee on-boarding.

### **Know the Product**

In this session, participants will learn the importance to absolutely know every little detail about the saleable goods, and more.

### **Talk The Talk**

During this session, participants are taught the important skill that must be trained in potential retailers. It is all about the skills needed to approach, talk to, and persuade a stranger to buy your product.

### **Workshop Wrap-Up**

At the end of the course, students will have an opportunity to ask questions and fill out an action plan.

Visit <https://paramountraining.com.au> for more information or call 1300 810 725