



Retail Sales Skills Training

Welcome to the Retail Sales Skills Training, where we delve into the world of selling in retail. In this realm mastering the art of engaging customers, building rapport, presenting and comparing products and ultimately closing deals is crucial. Whether it's selling produce or complex technical items these skills must be honed by your salespeople and retailers to maximize sales meet targets and foster a team of sellers. The ability to pitch effectively and seal the deal is what drives salespersons.

Therefore, this training course has been specifically designed to equip your team members with the skills to handle sales, in any industry or business setting. We will demonstrate techniques and methods that aim to help salespersons establish connections with customers increasing the likelihood of their return as brand advocates. Let's take a look at what this course entails;

Course Overview;

We will begin by getting acquainted with all participants and discussing what will be covered during the workshop. Additionally, each participant will have an opportunity to outline their learning objectives.

Throughout this workshop we will guide participants on how to;

- Present themselves as product representatives.
- Understand what customer service truly means in an environment.
- Recognize the importance of making a lasting impression and creating a positive impact.
- Establish a connection, with customers to build a rapport.
- Recognize the significance of providing encouragement and support during interactions with customers.
- Develop strategies for handling customers who prioritize price when making their shopping decisions.
- Acquire knowledge about three techniques for closing sales to enhance sales effectiveness.

Focus on Customer Satisfaction

At the beginning participants will gain an understanding of the role and mission of a salesperson emphasizing the value that each customer brings.

Initiating the Sales Process

Moreover, participants will learn about the importance of impressions in shaping customer experiences and how to create an initial impression effectively.

Product Familiarity

During this session participants will realize the importance of having knowledge about every aspect of the products they sell.

Impactful Greetings

Participants will discover the significance of following rules while crafting greetings maintaining dialogues and establishing rapport, with customers.

Understanding Customer Needs

This segment highlights participants comprehension of "Minimal encouragers" and how to effectively utilize them during customer interactions.

Managing Sales Situations

Participants will acquire skills in dealing with customers who prioritize price considerations. Additionally they will be introduced to a six step technique that addresses objections while maintaining professionalism.

Maximizing Your Persuasion Skills; Making the Most of Every Opportunity

During this session participants will learn four techniques to enhance their persuasion abilities and seize every opportunity that comes their way.

Developing Persuasive Skills

The main focus of this program is to help participants develop the skills to approach engage with and convincingly persuade customers into purchasing their products or services.

Mastering the Art of Closing Deals

Another important aspect covered in this program is understanding the art of closing a sale. Participants will be taught how to determine the timing and effectively employ three sales closing techniques.

Wrapping Up the Workshop

To conclude the workshop participants will have an opportunity to ask any questions they may have and create a plan for moving.

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