

Employee Growth- A Three Day Course

Retail Sales Essentials

Basic In-store Retail Selling Practice that Drive Great Results

WHO SHOULD ATTEND?

New and existing internal (in-store) sales, trade counter, showroom and point of sales staff at all levels, entrepreneurs and small business owners that want to learn (or relearn) and improve their basic retail sales competency so that they can get the very best return from their sales effort in pursuit of their targets and the organization's goals.

COURSE DESCRIPTION

Retailers buy at wholesale and sell at retail. Retail sales are the activities involved in profitably selling products or services to individual buyers in return for money or other compensation. It is an act of completion of a commercial activity (a trade). The role of the in-store retail *salesman is to generate profitable sales revenue through effective sales and marketing activity. Mastery of the basic in-store retail sales process and recognizing your significant role within it is a vital for effective selling and individual and team contribution that drives business growth.

Retail Sales Essentials is a proven approach to basic retail sales covering all aspects of the basic sales process with a particular focus on developing those characteristics that consistently drive profitable retail sales results; a blend of characteristics that we call "The Salesman Mix"- see below. The program includes an activity called "Unbelievable Deal" that allows delegates to practice the key concepts, competencies and skills learned in the traditional knowledge development sessions in a way that provides actionable insights into how new knowledge and skills learned will be used on the job. The program takes a holistic view of the in-store retail sales process and introduces the delegate to the fundamental knowledge, skills and attitude required to prepare and behave effectively and confidently in retail selling.

The program is well researched, knowledge-based and designed with the individual learner at the centre of the learning process which means that the course is extremely interactive and practical.

*Salesman means Saleswoman too; The Whole Thing celebrates equality in every dimension.

COURSE OBJECTIVES

By the end of this course delegates will be able to:

- ✓ Determine retail sales
- ✓ Determine basic in-store retail selling skills that drive profitable results
- ✓ Determine how handle customer objections and complaints
- ✓ Determine how to build effective relationships and rapport
- ✓ Identify and practice an effective selling process that works
- ✓ Recognize the need for review and control to be great in retail sales
- ✓ Produce drive to self-develop in retail sales
- ✓ Produce positive impact on the overall performance of each delegate and the organization

COURSE CONTENT

DAY 1 • RETAIL SALES FUNDAMENTALS

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Overview

- What is Retail Sales?
- The Retail Sales Process
 - Product Selection
 - Product Presentation
 - Sales Transaction
- The Retail Sales Language (Retail Sales Vocabulary Questionnaire)
- Sales, Marketing and Customer Satisfaction
- Developing a Commercial Mind Set

Effective Retail Sales Style

- Retail Sales – Success Factors
- Exercise – Characteristics of a Great Retail Salesman
- Self- Assessment – Complete a self-assessment questionnaire. Result establishes the individual's major strengths and weaknesses as a retail salesman that will be used later as a basis to set a personal improvement goal.
- Your Identity (linking your beliefs to behaviour)

Your Retail Sales Role

- Strategic Thinking, Profit and Selling
- Your Guide and Rulebook (Vision, Mission and Values)

Your Retail Sales Toolkit- The Salesman Mix**Retail Salesman Attitude**

- Professionalism
- Drive (Self-Motivation)
- Innovation
- Stress and Rejection
- Understanding the Power of Positive Identity.
- Eradication of Self-limiting Beliefs

Retail Salesman Knowledge

- Job
 - Purpose
 - Targets
 - Reviews and Rewards
- Customer Understanding
 - Who, Why and Where?
 - Customer Needs
 - Understanding the supply chain and 'Shamrocks' of business
 - Cost of Sales
 - Priority (ROI)
- Products or Service
 - Features and Benefits
 - Your Edge (Sales Pitch)
- Competition
 - Who and Where?
 - Their Edge
 - Prices
- Prices
 - Terminology
 - Approach and Tactics

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- Pricing Mistakes
- Sales Process (Steps)
 - Objectives
 - Preparation
 - Prospecting
 - Presentation
 - Overcoming Objections
 - Closing
 - Order
 - Relationship

Practice for Insights

- **Activity- “Elevator Speech”**

Individual exercise to practice the preparation techniques learned earlier in day to place their offer (case study to be given on the day). Individuals present their elevator speech. Class and trainer then offer feedback to consolidate learning.

DAY 2 • COMMUNICATION AND TEAMWORK

Retail Salesman Communication

- 2-way (Listen as well as Speak)
- The 7C’s of Communication
- Etiquette
- Telephone
 - Process
 - Effective Techniques
 - Identify Decision Makers
 - Understand the Customers Decision Making Process
 - Quotation follow-up and asking for the order
 - Identifying future wants and needs
 - Creating future wants and needs
 - Role-play
- The Sales Interview
 - Process
 - Establish Credibility
 - Ask the Right Questions (Establish Needs)
 - Effective Demonstrations
 - Handling Difficult Situations
 - Your Body Language
 - Selling from the Exhibition Stand
 - Role-play
- Your Offer
 - Using the Facts Gathered
 - Techniques for Making a Powerful Proposal
 - Objectives as an Opportunity
 - Investment Rather than a Cost
 - The Reasons Why People Don’t Always Buy Immediately
 - Proposal Activity

Retail Salesman Teamwork

- Winning (and the Sales TEAM)

Retail Salesman Targets

- SMATER Objectives

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- Customer Management
- Time Management (Quiz)

Practice for Insights

- **Activity- “Close with a Bang!”**
Individual exercise to practice using the delivery techniques learned earlier in day to close the sale (case study to be given on the day). Individuals present their closing speech. Class and trainer then offer feedback to consolidate learning.

DAY 3 • RESULTS AND CONTROL

Retail Salesman Results

- Planning
- Forecasting
- Negotiation
 - Effective negotiation techniques
 - Positioning attitudes and powerbase creation
 - Margin motivation
 - Value Added Services
 - Variables for effective negotiation
 - Sell Advantages and Benefits
- Handling Price Objections
- The Role of the Buyer and Their Issues
- Buying Criteria and Decision Making Process
- Closing Techniques
- Ask for the Order (Close)
- Add and Multiply
- Managing Sales to Order
- After Sales Service (Long Term Relationships)

Control

- Reports
- Sales Review
 - Self-Appraisal
- Rewards
- Correction

Practice for Insights

- **Activity- “Unbelievable Deal”**
Each delegate (retail salesman) prepares their sales call against a brief agreed with the client prior to this intervention and handed out to the delegates on the day. The group splits into Buyer and Seller and role play the sales scenario given (up to 10mins per selling opportunity); **these sessions will be filmed for their record**. During each delivery the class (the customer) completes a Retail Sales Pitch Observation Sheet that records their observations and comments on each delivery based on the principals and checklists given earlier in the program. All delegates will play the Buyer and the Seller roles unless otherwise agreed. The class then shares this feedback with each Seller. All Observation Sheets will be collected and given to each Seller for their review and self-development. A copy of the video is available should the delegate want this too.

Objectives

- ✓ Determine effective sales call technique
- ✓ Practice key sales call skills especially:
 - Preparation
 - Structure

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- Attitude
- Communication (all dimensions)
- Presence
- Handling Questions
- Closing
- ✓ Identify key insights and learning gained through this activity

Key Learning Review

- Group discussion and professional feedback to consolidate key learning. Delegates will leave the day with a list of development activities to improve their basic retail sales competency back at work.

IN ADVANCE

Each delegate will be asked to complete a pre-course questionnaire to determine their individual learning objectives. These will be used by the trainer to give on track training that is focused on the individual learner attending.

The most appropriate training format, content and approach for this course will be discussed with you prior to the start of your course.

ON-TRACK FOR GROWTH

The individual leaves this program with a **personal action plan** to encourage immediate transfer of training to the job.

EVALUATION TO ENSURE CONSISTENT QUALITY

All our courses are evaluated at Kirkpatrick's Reaction and Learning levels as part of our quality control process as follows:

Level 1- Reaction- Training Course Evaluation Form

This training course evaluation form is used to maintain and improve the standards of our training courses.

Level 2- Learning- Pre and Post Training Test

The test is confidential and used to evaluate our training, **not the delegate**. The results help us answer the question "Did people learn what we wanted them to learn from the training?" This test is run at the beginning and at the end of this training course.

The Whole Thing can help properly position and align all learning and development with business priorities to ensure that effective evaluation is possible. We encourage all our clients to agree measures prior to any intervention so that return on investment (ROI) and process gets attention.

Please contact **The Whole Thing** to explore the many ways that we can help you.

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