

retail business



ESSENTIAL CUSTOMER SERVICE AND SELLING SKILLS

DURATION: 1 or 2 day options available. Content dependent

OVERVIEW:

We have retained the tried and tested 6 step approach to effective retail selling and combined this with the essential customer service skills needed to build a robust customer base. Not only do we focus on the “what”, we ensure that the “how” to deliver is also covered.

This course can be customised to suit a customer’s existing sales needs using specific examples related to their industry.

EXPECTED OUTCOMES:

This course is designed in a modular form, allowing delegates to take the learning back into the workplace for immediate dissemination to all staff. It will give front line staff knowledge, confidence, and skills to up-skill their colleagues too.

CONTENT:

- The Customer experience
- K.A.S.H
- Who are our customers?
- Developing relationships
- Greeting the customer
- Effective questioning for establishing the customer’s needs
- Presenting the merchandise “features and benefits”
- Benefits of delivering great customer service
- Barriers to delivering great customer service
- Add-on selling
- Overcoming objections
- Moments of truth
- Dealing with difficult customers
- Effective communication
- Handling telephone enquiries
- Closing the sale
- Measuring customer service and sales performance
- Follow through