PROFESSIONAL DEVELOPMENT TRAINING

09 884 0762

REQUEST QUOTE

1.0 DAY COURSE

Retail Sales Training

Satisfying every customer every time can be a challenge, but there are proven methods and skills you can learn and use to maximise their satisfaction and increase sales.

The PD Training Retail Sales Training Course in New Zealand provides you with an understanding and skill development in how to engage with customers, control the sales process, identify upselling/cross-selling opportunities, utilise sales psychology, conduct valuable needs analysis and much more.

This comprehensive course is designed to help retail sales professionals sell more and discount less, handle difficult customers, professionally handle every sale and maximise every opportunity.

This interactive training course is available now throughout New Zealand, including Auckland, Wellington and Christchurch.

What You'll Gain:

The retail industry in New Zealand has long been one of the most competitive sales environments and the competition only continues to increase with online sales becoming more available to everyone. It is vital for all retailers to make the most of every marketing dollar and every customer by giving your retail sales staff the skills and confidence to professionally manage, control and close sales in a retail setting.

This course will provide your team with the skills and techniques to close more sales, whilst providing great customer service and creating repeat customers based on their positive experience with your staff and brand.

Outcomes

After completing this course participanst will be able to:

- Learn to create a great first impression
- Learn to greet constructively & create a personal connection
- Develop rapport & create warmth & openness
- Ask effective questions to better understand client needs

- Master active listening techniques
- Learn to control the sale & lead a customer to becoming a buyer
- Learn an amazingly simple and professional way of handling price shoppers
- Learn 4 effective techniques for minimising & negating the need to discount
- Understand sales psychology such as the "The Power of YES when selling"
- Learn to ask for the sale
- Learn cross selling and upselling
- Master effective techniques for closing without being pushy

Modules

Lesson 1: It Starts with you

- Attitude
- Personal Appearance
- Product Knowledge
- Sell yourself on the product
- Enthusiasm

Lesson 2: Consider the customer

- What do you expect when you are a customer?
- The value of every shopper
- The mission for a retail sales person
- Define 'excellent retail customer service'

Lesson 3: Starting the sales process

- The importance of first impressions
- How to create a good first impression

Lesson 4: Greeting

- The golden rule
- Create a constructive greeting
- Construct positive dialogue
- Develop rapport

Lesson 5: Needs analysis

- Deepening techniques
- Probing questions
- Active listening
- 'Minimal encouragers' - their importance and how to use them

Lesson 6: Control the sale

- 'The Challenge' - persuasion, not confrontation
- How to handle people shopping on price
- The excellent 6 step technique that negates the opposition and maintains your professionalism

Lesson 7: Maximising Every Opportunity

- Minimising/Negating discounting
- 4 effective techniques
- Why discount & Why not?
- Cross Selling
- Upselling

Lesson 8: Sales Psychology 101

- The Power of 'Yes' when selling
- Tie downs
- Tag Ons

Lesson 9: Closing the sale

- Knowing when the time is right
- Don't be afraid to ask for the sale
- 3 closing techniques

Lesson 10: Thank you

- Referrals
- Repeat business
- Genuine mutual appreciation

Talk to our expert team

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