



'People buy people first'

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▶ POWERFUL RETAIL SELLING



WHAT WILL IT COVER?

The course covers the more traditional sales techniques that all sales people should know. It will cover subjects such as:

- Understanding your customer's motivation
- Diagnosing customer needs
- Knowing your product
- Knowing what business you are really in, ie customers buy benefits
- Involving the customer in the sale
- Closing techniques
- Customer care
- The after-sales service

Sometimes we don't have very long with our customers and often they may not do much repeat business with us. In this case it is very difficult to build a long-term relationship with our customers. We still want to sell to them but we don't necessarily want the brush salesman approach. Powerful Retail Selling has been developed to address such a situation.

COURSE DURATION:

2 DAYS

NUMBER OF PARTICIPANTS:

8 - 10

WHO IS IT FOR?

- It is an essential course for any member of your staff who sells to a customer
- It will provide a useful refresher for your more experienced sales people
- It is a tremendous introduction to powerful sales techniques for your newly-appointed sales people

