

The Difference is Atassh Publications

Transforming Lives through Training & Development. Since 1991.

Training Your Staff.

Why Train?

Training is a means of equipping employees to perform competently in their jobs so as to increase the efficiency of the organization and their job satisfaction. It is a *planned* provision of the means of learning on the job or in a training center.

The *benefits* training can give include the following:

- **Reduction of learning time and cost:** People learn the job quickly, to required standards, safely and with minimum waste of material or damage to equipment.
- **Improved job performance:** Increase output, improved quality, and work done on time.
- **Less supervision:** Through reduction of problems related to absenteeism, late coming, and accidents.
- **Better recruitment & selection:** Training opportunities help to attract right type of employees.
- **Reduce labour turnover:** By developing employee's potential and their job satisfaction.
- **Increase customer satisfaction:** Through improved goods and services.
- **Reduce Cost:** Results of the above benefits.

Who is to be trained?

- New entrants
- Existing employees
- Those preparing for promotion
- Those needing retraining
- Those nearing retirement

RETAIL SELLING

- To discuss the **duties and responsibilities** of retail salesperson.
- To list five **personal characteristics** required for success in Retail Selling.
- To describe the four **steps of the Retail Sales Process**.
- To explain the manner in which a Retail salesperson **handles customers** in groups and more than one customer at a time.
- To discuss and understand the **importance** of trading up, turnover and substitution of merchandise.
- To explain and understand the method, how a Retail salesperson can **build a personal following with the customer**.
- To understand **the criticisms of Retail Selling**.

RETAIL SELLING

Objectives to be achieved out of the Training Program:

1. Retail Selling, the most important area of sales, in terms of volume, has these unique characteristics: the customer comes to the salesperson and it is performed on the premise.
2. The principal function of the Retail salesperson is the selling of merchandise that will satisfy the customer and result in a profit to the employer.
3. **Successful Retailing salespersons require product knowledge, information of Company's policy, certain personal characteristics and a type of behaviour that is conducive to good selling.**
4. The Sales Process consists of the pre-approach, approach, determining customer needs, selecting proper merchandise and **closing the sale**.
5. Some problems involved in Retail Selling include handling more than one customer, groups of customer, "just-looking customers, decided and undecided customers, trading up, substitutes, turnover, suggestion selling and **handling objections**.
6. **After closing a sale, the salesperson must spend a few moments with the customer to try to establish a rapport that will result in repeat business.**

The ABC's of Retail Selling.

A	Always approach the customer from the front.
B	Begin with a pleasant "Hello" My name is
C	Smile. Have a laugh; it's the very best icebreaker.
D	Extend a warm heartfelt handshake.
E	Show excitement and enthusiasm.
F	Ask your customer to sign the guest register.
G	Never ask "May I help you" answer may be "NO".
H	Let your customer talk, talk, talk you LISTEN.
I	Qualify your customer as fast as you can.
J	Find out what they want---- Style, size, color, and type. ACT
K	Always make them feel intelligent and well informed.
L	Never ever talk down to any customer.
M	Keep your cool try to be even tempered.
N	Go out of your way to make them comfortable.
O	Be Friendly but not too attached to customers.
P	Remember, CUSTOMER IS ALWAYS RIGHT, even when wrong.
Q	Be sensitive to where they go and what they look at.
R	Approach again from the front and ask for the sale.
S	Sell them what they want FIRST & then the add-ons.
T	Know your product, do your homework.
U	Don't bluff and don't be afraid to say, "I DON'T KNOW".
V	Never oversell, learn when to just shut up.
W	Don't be afraid to ask for a sale.
X	Use the sales supports to close a hard sale.
Y	Thank your buyers and ask them to send their friends.
Z	Take a quick bow ----- here comes your next customer

MODULE – RETAIL SALES

Retail Sales is a human driven exercise, as such, skilled salesperson make the quality difference. The inputs needed in the development process of a salesperson are as hereunder:

1. Duties & Responsibilities.
2. Requirements for success:
 - * Personal Characteristics.
 - * Knowledge of Companies Policies.
 - * Product Knowledge.
 - * Behavior.
3. The Sales Process:
 - * The Pre-approach.
 - * The approach.
 - * Determining the Customer Needs.
 - * Selecting the Merchandise.
4. Selling Problems:
 - * Handling more than one customer.
 - * Customers in Groups.
 - * The 'Just Looking' Customer.
 - * Decided & Undecided Customer.
 - * Trading Up.
 - * Substitution & Discounts.
 - * Turnover.
 - * Suggestion Selling.
 - * Objections.
 - * Closing the Sale.
 - * After the Close.
 - * Building a personal rapport.
 - * Follow-up.
5. Criticisms in Retail selling.
6. Careers in Retailing.

The salesperson has to be equipped with the bag of skills:

- Skills to present,
- Skills to create desire or a need,
- Skills to demonstrate the product,
- Skills to negotiate,
- Skills to convince when an objection is raised,
- Skills to ask for an order and close the sale,
- Skills to Trade-up or incremental sale to an order,
- Skills to follow-up and provide effective and efficient service,
- Skills to be friendly, rapport building exercise.

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Equip yourself with the skills to WIN & KEEP customers coming back for more?

“Sales Manual for Retail Sales Person”

Be a Retail Sales Expert!

Your sales performance is the lifeblood of your business... But are you delivering the results that you need?

Sales Manual for Retail Sales Person is a book authored exclusively to support the selling efforts for Retail sales Person. The book is very comprehensive, covering each step of the Retail Sales Process & crucial Customer Service Skills in detail, and is aimed at all Retail Sales/Counter, Customer Service & Shop Floor Staff, Supervisors/Team Leaders & their Managers!

We know what will turn shoppers into buyers that will keep them coming back again & again!

Some of the benefits which retailers report after applying the skills as told in the book are:

- Increased Sales
- Increased Productivity
- Better Customer Service
- Higher Customer Retention
- Increased Staff Morale
- Lower levels of Staff Turnover and Absenteeism

A must for all **Retail Sales/Counter, Customer Service & Shop Floor staff, Supervisors/Team leaders & their Managers** who are keen on creating a retailing experience that is enjoyable by encouraging customers to return in the future!

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DAY 1: The Model C.S.P. (Counter Sales Person)

- Physical Attributes.
- Mental Qualities
- Learn to shed Negative Emotions
- The Attitude Orientation
- 20 Golden Keys
- Mechanics of the Job
- Clothes & Accessories
- Communication Skills
- Time Management
- Growth Program
- Job
- Consultative or Partnership Selling
- Etiquette & Norms / Counter Decorum
- Self-Esteem / Confidence / Creativity.

DAY 2: Retail Selling Skills Part I

- Duties & Responsibilities
- Requirements for Success
- Personal Characteristics: Appearance, Enthusiasm, Voice & Speech, Self-Control
- Other Characteristics: Initiative, Sincerity, Knowledge of Company's Policies, Product Knowledge, Behavior
- The Sales Process:
 1. The Pre-Approach
 2. The Approach
 3. Determining Customer Needs: Listening / Observing
 4. Selecting the Merchandise
 5. Selling Problems
 - Handling more than one customer
 - Customers in Group
 - Just Looking Customers
 - Decided / Undecided Customers
 - Trading Up
 - Substitution
 - Turnover
 - Suggestion Selling
 - Objections
 - Closing the Sales
 - After the Close
 - Building a Personal Following
 6. Criticism of Retail Selling
 7. Careers In Retailing
 8. Exercise

DAY 3: Retail Selling Skills Part II

- Mistakes in Retail Selling
 1. Negative Role of a Sales person
 2. Little or no product knowledge
 3. Appearance not professional
 4. Over emphasizing Price
 5. Benefits not being explained
 6. Not able to apply suggestion selling
 7. Failing to Close

- Steps in Retail Selling
 1. Prospecting
 2. Approach: Service / Greeting / Merchandise Approach
 3. Problem Recognition
 4. The Retail Presentation
 5. The merchandise Knowledge
 6. Handling Objections and leading to Close
 7. Suggestion Selling