RETAIL SELLING SKILLS & MERCHANDISING

This highly intensive retail sales training will equip sales staff and supervisors with the necessary competence and attitude to increase sales and create long-term customer loyalty. The workshop is highly practical and interactive in nature, with lots of role-playing to practice the skills learnt.

Learning Objectives:

Participants will:

- Make the first contact and create the right impression
- Open communication with customers
- Give the right information on specific products
- Overcome the obstacles during the selling process
- Get customers to make the buying decision
- Up-sell and cross-sell to earn more on each sale and make additional sales
- Build a lasting relationship with your customers
- Learn how merchandising increases sales
- Create eye-catching displays
- Distinguish between ‘Hard Sell’ and ‘Soft Sell’ techniques

Learning Contents:

- Overview of retail selling
- Making the first contact
- Dealing with different customer types
- Questioning/Probing skills to discover the customer’s real needs and wants.

- Retail Selling Process.
- Upselling & Cross-selling
- Basics of retail merchandising
- Determining your merchandising goals
- Developing a merchandising strategy
- Analysing your customer traffic flow
- Evaluating your store fixtures
- Merchandising your product lines
- Dos and Don’ts of retail selling

Fee

~~₦ 169,500.00~~	~~₦ 140,000.00~~	□ 145.00

Discounts off regular fees for Open programme: 3-5 Nominations 5%.

Programme also available as in plant. **Fee:** Negotiable

Who Should Attend?

All retail sales staff, plus team leaders and supervisors accountable for sales

Date:

March 7 – 8,

July 4 – 5, 2024.

Property of Impact Consulting Nigeria.

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