

Retail Selling Skills Workshop

MEDIUM : Cantonese / English / Putonghua

Duration: 1 Day

Modern Retail Selling is a professional discipline. In the highly competitive environment, it is essential to differentiate ourselves, and the quality of the sales team is critical in such approach for brands. By acquiring the gist of this knowledge, company productivity will be improved, auditors who performs sales duty will be motivated and thus receive better financial return. This workshop aims to provide the participants with a knowledge framework on professional retail selling while providing the opportunities to practice these skills interactively.

Objectives

Upon completion of this workshop, participants will:

- Change the mindset to retail selling and add value to our clients
- Have a comprehensive understanding of the sales process and customer needs
- Appreciate the importance of opportunities identification and principles of self-management
- cope with objections and resistance to close deals
- Be able to apply these skills in their day-to-day selling processes

Methodology *Lecture, role-play, exercise and group discussions*

Course Outline

1. Retail Selling Skills

- The characteristics of Retail Selling
- Nature of consultative selling for branded product
- Characteristics of proactive retail sales consultant

2. Sales Communication Skills

- Creating the right impression at first sight
- Probing for clients' needs
- Illustrating your products with impact

3. Expressing the product benefits

- Create Visual / Auditory / Sensory experience for the customer
- Imaginative selling through empathy
- Focus and amplify wants

4. Handling customer objections

- Phony vs. Real objections
- Listening for the real concern
- Skills in handling objections

5. Enhancing the sales cycle

- Up selling and cross selling
- The art of closing deals
- Handling difficult customers