



## Retail Business

### KEYBA Sales Training Program

#### COURSE DESCRIPTION

Engage your company to experience an interactive retail sales training program to grow the sales in your business. This customised training program will provide your company with a professional sales tool kit to give you the resources to grow and develop your staff with more profitable sales results.

This program will teach your retail staff how to sell to the general public or small business owners who enter your store.

Your staff will be focused on engaging the customers and leading them into a direction to close the sale with the products and services you offer.



*Course and delivery is customised to your business needs*

#### WHAT YOU WILL LEARN

- ◆ How to approach a customer in a friendly and engaging manner
- ◆ How to open up a conversation with a customer
- ◆ How to identify the customer's personal or business needs by asking open-ended questions
- ◆ How to match and educate customers on your products and services
- ◆ How to demonstrate your products
- ◆ How to sell the features and benefits of your products and services
- ◆ How to cross-sell and upsell other products and services
- ◆ How to read the client through verbal and non-verbal buying signals
- ◆ How to overcome objections
- ◆ How to trial close the customer through soft, hard and alternative closing techniques
- ◆ How to ask for the order and close the sale
- ◆ How to promote the value to the customer so they come back to you

**Please visit our website or call for enquiries and bookings:**

[www.keyba.com.au](http://www.keyba.com.au)

1300 4 ADVICE



#### Why train with us?

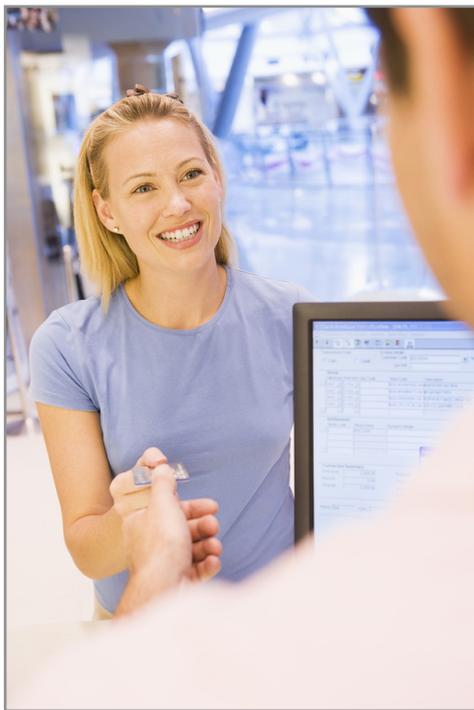
- ◆ Take-home course manual
- ◆ Class experience relevant to industry
- ◆ KBA Certificate of completion
- ◆ Experienced, professional and friendly instructors



## COURSE OUTLINE

### GETTING STARTED

- Retail Sales Role
- Stocktake Yourself
- How well have you planned for 'getting started'?
- Sell Your Retail Business Point of Difference and Why customers Buy
- Importance of Customers Having a Good Experience
- When is the right time to approach a customer?
- Asking Open-ended Questions
- Information You Need to Know about the Customer
- Understanding Suspects versus Prospects
- Your Retail Sales Database



- Identifying More Opportunities for Cross-selling
- Identifying More Opportunities for Upselling
- How to Engage the Customer with Your Retail Business Promotions
- Reading the Customer through Verbal Buying Signals
- Reading the Customer through Nonverbal Buying Signals
- Understanding Trial and Alternative Closes
- Know the objections to know what to say next!
- Know the Objections Before You Begin

### TAKING LEADERSHIP

- Product Knowledge - Retail Business
- Demonstrating Your Products
- Selling the Features and Benefits of Your Products
- Selling the Added Value and Benefits of Your Services
- What are your competitors doing?
- How to Open Up Objections and Close the Sale
- Getting Customers Over the Line / Encourage Customers to Refer Your Business
- Closing the loop for more opportunities!
- 7 Tips to Win More Sales

### GOING FOR GOLD! ACHIEVING SALES TARGETS

- How to Segment Your Customers for Repeat Business
- Following Up In-store Contacts
- Looking at your game plan - When things don't go according to plan!
- Importance of Achieving Sales Targets and Budgets

### BUILDING FOUNDATIONS

- Selling Your Line-up of Products / Services
- Understanding Your Retail Business Floor Plan
- Sell Your Line-up of Products
- Sell Your Line-up of Services
- Product Offerings
- Key Questions You Need to Ask to Identify 3-4 Hot Points