

RETAIL BUSINESS

KEYBA Customised Sales Training Program

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.



Your staff will learn how to WIN the customer's approval and INCREASE opportunities to close the sale

- ✓ How to approach a customer in a friendly and engaging manner
- ✓ How to open up a conversation with a customer
- ✓ How to identify customers' 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 or upsell your other products and services
- ✓ How to read the customer through verbal and nonverbal 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 to come back to your store

For more information, please call 1300 4 ADVICE or go to www.keyba.com.au

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KEY BUSINESS ADVISORS

Taking Businesses from Good to Great