

No Thanks I'm Just Looking – Retail Sales Programme

The biggest challenge for today's specialty retailer is competing with the larger stores. The Asdas and Tescos of the world are dominating many categories and even niche retailers are not immune to the challenge of successfully competing against these mammoth stores.

Price appears to have become more of a factor in a customer's buying decision. In fact, the majority of retail sales employees think that price is the primary reason people buy. Even retail store managers have fallen prey to the myth that people buy strictly on price and that effectively competing with the big-box stores is an impossible task.

Too many retail store managers and employees believe that customers are not loyal to the retail stores they buy from. So, they view every interaction as a one-time sale. That means they miss opportunities to sell more items and enhance the customer's shopping experience.

This is a difficult situation but it's not impossible to overcome.

Benefits:

They are able to easily identify what customers are looking for. This means that customers get a product that is perfect for their individual situation. This improves customer satisfaction and reduces sales returns and refunds which frees up valuable time for retail employees to engage in selling instead of administrative work.

They quickly separate lookers, tire-kickers, and time wasters from qualified buyers which means they spend more time with people who are actually interested in buying their product or service. This increases their productivity and retail sales per hour.

Price objections become less of an issue because people learn how to increase the value of their product and service. In fact, it's not uncommon to eliminate many objections altogether.

Selling high-margin accessories becomes easier and this drives more money directly to the bottom-line.

Customer loyalty increases which means people return to the retail store more frequently and spend more than the average customer. These customers also ask for fewer discounts which means higher profit margins.

Increase the number of retail items sold in each transaction. This not only helps to increase your retail sales, it also enhances the customer's experience which translates into a higher level of loyalty.

Managers become proficient at coaching their employees on retail sales training skills. This reduces employee turnover, improves their performance, and helps to increase your retail sales results

Who should attend?

Anyone who works in a customer facing retail environment will benefit enormously from this programme.

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If you're like most retail owners, managers, executives, you have probably struggled trying to find the right retail sales training solution to help your team demonstrate the value of buying your product or service, suggest additional items, overcome objections, and to ask for the sale.

These are the most important issues in retail sales training and most companies would significantly improve their financial results if their retail sales team could increase their sales, even marginally.

Managers, operators and franchisees often lack the time, resources, skill and knowledge to effectively coach their retail sales team to improve their performance in these areas. As a result, their employees make mistakes that cost you money.

In developing our retail sales training over the years we realised that one of the biggest needs was to teach front-line employees and managers how to become comfortable suggesting accessories to customers and to overcome their fear of asking for the sale. Also, they needed to learn how to overcome objections, and in some cases, negotiate more effectively.

We also learned that managers needed a simple way to provide retail sales training skills to help improve their employees' performance and proven techniques to effectively motivate their team.

We have developed proven methods to ensure that our retail sales training concepts will boost your sales instantly. When you follow our system you will notice an immediate increase in your sales. And you will experience an increase in your bottom line profit.

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Our retail sales training programs and products have been tested by thousands of retail managers, franchisee, operators, and front-line employees. And they work. Consistently!

Participants in our retail sales training workshops learn the best way to overcome their fear of suggesting add-on items and asking for the sale. Lots of people tell us how easy the retail sales training concepts are to apply and that they notice an immediate improvement as soon as they start using them.

Regardless of what you sell you will benefit from the experience we have to offer.

Some people report doubling their retail sales within four weeks. Not everyone gets this kind of results but the average increase is between 5-20%.

What would your overall sales look like if you could get everyone to increase their sales by ten percent? Even a modest five percent increase would have a significant impact on your balance sheet.

Better yet, what would happen to your bottom line with this type of increase?

Course Objectives

As a result of attending this programme delegates will understand and be able to implement the following:

- The GUEST model of selling.
- How to learn what is important to each customer.
- The best way to create a connection with your customers.
- How to engage the customer in the sales process.
- The most effective way to respond to price objections and how to eliminate many price objections altogether.
- The 11 most common mistakes retail sales associates make.
- The importance of selling to a customer's emotions.
- Which customers should be approached about add-on items and accessories.
- Techniques to mentally prepare your customer for the additional purchase.
- How to determine what add-on items to suggest to each customer.
- The most effective time and way to introduce additional items.
- How to suggest add-on and accessories.
- Key strategies to turn one-time buyers into long-term customers.
- How to recognise and connect with different types of customers.

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Training and Methodology

The objective of this programme is to teach a mixture of planning processes and skills. A lower trainer: delegate ratio ensures that trainees are given personal attention and encouragement in applying concepts to their own real life scenarios.

The training skills are based on HBT's fundamental principle that learning is doing. Participants are given the basic tools and together they plan and carry out role plays and activities in simulated scenarios. From these they receive accurate and objective feedback on their performance from both their colleagues and the trainers.

Materials

In addition to a comprehensive library of user-friendly reference material giving explanations of key concepts, delegates also take away from the programme detailed analysis of their performance during the programme with recommendations for further skill development.

All activities can be customised by request.

Duration

Normally two days. Other timing designs can be tailored to suit individual client requirement.

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