

EXPERIENTIAL SELLING SKILLS IN RETAILS

DATE: 12-13 April / 12-13 July 8-9 November 2023
FEE: RM870

DURATION: 2 Days
HRD CORP SCHEME:
HRD Corp Claimable Courses

PROGRAM OVERVIEW

Retail industry is fast moving and changing all the time. Selling and generating profit is important for every organization. Managing customer expectation is everyone task in a retail outlet. It is also to ensure every staff are well equip with the right sales mindset to achieve and exceed the sales target.

Challenges in selling are part of the process and it is all about having the right mindset to overcome it. As long as you are prepare and fully practicing the skills and knowledge, you are just there for the customer in helping them to enjoy a wonderful experience in your outlet.

LEARNING OUTCOMES

Upon completion of this program, participants will be able to:

- Gain a good understanding of what it takes to be a successful salesperson
- Gain new skill and enhance existing skills in selling.
- Building trust and rapport with every walk in customer into generating refer and repeat sales.

METHODOLOGY

- Group Discussion and Presentation
- Interactive Session
- Mini Amazing Race Hunt (depend on venue)
- Lecture
- Activities
- Video Learning

WHO SHOULD ATTEND

- First Level Manager
- Executive/Supervisory

FACILITATOR

David Ann

He is an NLP Practitioner, an advanced communicator, a committed consultant, a passionate trainer and a champion of numerous public speaking and evaluation competitions. He brings to his programs his experience from his journey from loser to champion as well as his over 20 years of experience in IT, Sales, Retail, Insurance, Customer Service and Training. Having the experience as a Training Manager in 2 different industry give David the cutting edge in taking training in providing the best to the participant; with the exposure and experience in dealing with people from different walks of life.

PROGRAM CONTENT

Module 1

Introduction to Sales Fundamental

- Who and why customer?
- Activity: Salesperson – Male or Female the best and why?
- Why salespersons fail and are you aware on your mistake too?
- The KASH Application

Module 2

The Selling Process

- Overview in a Retail Environment
- Greet & Approach
- Ask, Listen & Lead
- Propose and Close

Module 3

The starting game

- The impromptu signal and respond
- Understanding body language in a customer way
- The Distance Game

Module 4

Questioning skills

- Open Ended and Closed Ended Question
- Listening and Probing
- V, A, K & AD of Communication Techniques

Module 5

FAB Selling Technique and Linking

- Features
- Advantage
- Benefit

Module 6

The Pitch and Presentation

- Essential Negotiation Techniques
- Tips, Tools and Technique
- Add on, Cross Sell and Up Sell way

Module 7

CAPS Toolkit & Checklist for Tracking of Sales

- Approach
- Presentation
- Sales
- Closing

Practical Session of individual and group role play
Evaluation and sharing session

PROGRAM SCHEDULE

Day 1

9:00am - 10:30am	:	Module 1
10:30am - 10:45am	:	Coffee Break
10:45am - 1:00pm	:	Module 2
1:00pm - 2:00pm	:	Lunch
2:00pm - 3:30pm	:	Module 3
3:30pm - 3:45pm	:	Coffee Break
3:45pm - 5:00pm	:	Module 3 (<i>Continue</i>)
		End of the day

Day 2

9:00am - 10:30am	:	Module 4
10:30am - 10:45am	:	Coffee Break
10:45am - 1:00pm	:	Module 5
1:00pm - 2:00pm	:	Lunch
2:00pm - 3:30pm	:	Module 6
3:30pm - 3:45pm	:	Coffee Break
3:45pm - 5:00pm	:	Module 7
		End of the day

