



COURSE SYLLABUS

Retail Sales Training

Friedman·U

Retail Sales Training

Professional Sales Training is a customer-centric and empathetic approach to customer engagement, designed to sell more without customers ever feeling like they were 'sold.'

We have developed the fundamental steps needed to get the most out of your people. Whether you are new to a sales role or a seasoned vet, our sales training will create a "ah ha!" moment in how to properly approach, engage, demonstrate, overcome concerns and build retention/loyalty with everyone that comes through your door!

This certification includes:

1 Competence as a Retail Sales Professional (45 min)

- Preparing for Success
- Measuring Your Success

2 Opening the Sale (2 Hour 55 min)

- The Customer's Point of View
- Personal Spaces
- Your Physical Approach
- What to Say After "hello"
- Transitioning to Business
- Engaging Dilemmas
- Working a Busy Floor
- The Quick Tour

3 Probing (2 Hour 55 min)

- The Goals of Probing
- Asking Effective Questions
- Enhancing Trust
- Probing Scenarios

4 The Demonstration (2 Hours)

- Building Value
- Features & Benefits
- Product Theater
- Who Are You Selling to?
- Presentation Strategies
- The Comparison Trap
- "Experts" Giving Bad Advice
- Building the Sale: It's The Right Thing to Do

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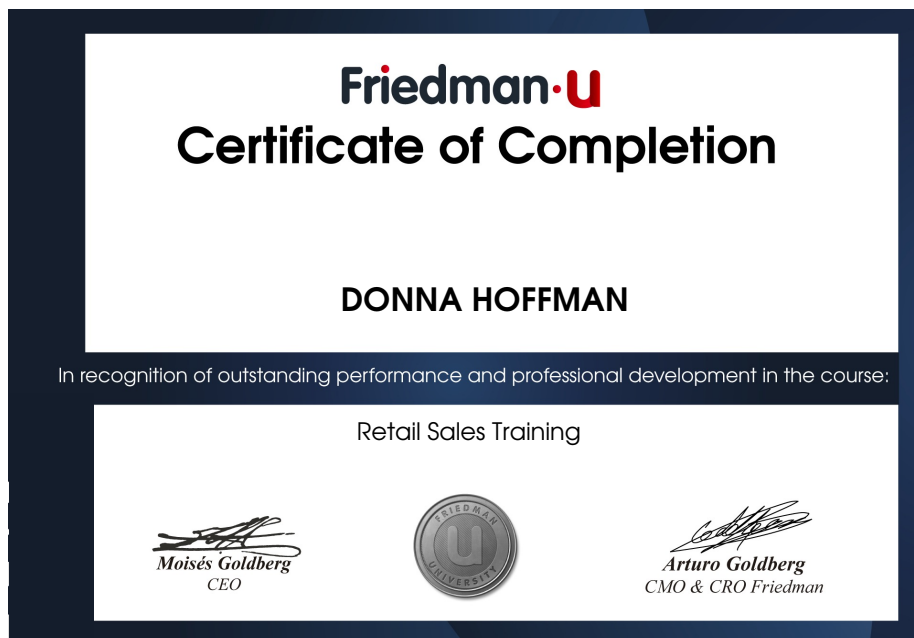
5 Concerns & Closing (1 Hour 45 min)

- Turning Objections Into Sales
- Objections: The Six Step Technique
- Price Objections
- Closing: A Logical Conclusion to a Job Well Done

6 Creating Loyal Customers (1 Hour 15 min)

- Getting Started: A Celebration of Thanks
- Resolving Customer Complaints
- Personal Trade

Certificate!





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Contact us:



(877)282-4377



Friedman University



www.friedmanu.com



The Friedman Learning Group

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