



TOOLBOX COURSE OUTLINE

The Retail Sales Training Course
Adopted by The Los Angeles Unified School District



Introduction: In this module you will learn what it takes to become a salesperson and the pride of being one. It will also disclose the value of distressed merchandise commonly known as Zingers.



Customer Service is not a department or an action. It's an attitude. This module outlines how to take the manners you already have and make sense out of them in the store. Too often we forget that each customer is a precious jewel we cannot do without. It's more than just being polite. It's the ability to anticipate the basic needs of the public. And once you understand those needs you can turn your store into a place they would rather shop. Includes: Customer's Buy With Their Senses, The Turnover, Making Outrageous Complaints Fun, Leaving Your Ego At The Door and Taking Responsibility.



Beginning Relationships: There are few customers who actually like salespeople. Most people would rather buy from a friend of theirs than a salesperson. In Beginning Relationships we learn how to have customers drop their defenses, stop viewing us as the enemy and perceive us as a friend trying to help. It takes several minutes at the start and lays the ground work for the rest of the sale. Includes: The Recognition, Small Talkin, The Turn Around, The Opening and Just Looking.



The Interview: With each customer having a different idea as to what is important in life, it's difficult to really know what they want. It's often different than what they ask for. A proper Interview narrows down the possibilities and allows the salesperson to show the customer exactly what they need. Includes: Open Ended Questions, Small Talkin Opportunities, How To Listen To A Customer.



The Demonstration:

This chapter details how to turn a product's strengths into a sale. It's the most fun part of the sale. Includes: Feature Bashing, Benefit vs Advantage, Creating Desire, Establishing Value, Talking Price.



Handling Objection: How to handle the nightmare statements: 'This is the first place I've shopped, I have to think about it, My car is in the shop - I'm waiting for my income tax check.' Find out the real reason they are not buying from you. Includes: The Be-Back Bus, Price or Product, Budget vs Value and The Be-Back Shuffle.



Stepping and Stacking: Stepping is steeped in the belief all customers would rather have something better, this chapter teaches how to give better customer service by selling better / more product. Includes: Stepping Off The Ad, Synergistic Selling, Stepping Sideways and The Switch.

Stacking: The tour bus stopped at your store and you're short handed. This chapter teaches how to wait on several customers at the same time. Includes: Creating The Illusion, The Recognition, The Theater Stack and The Wild Bill Hickcock Maneuver.



In Off The Phone: How many times has the phone rang more often than the number of customers who walk in the door? 50% of our customers are walked before they get to our store. We walk them on the phone. This technique gets the customer into the store where we can sell them. Includes: Your True Voice, Answer Every Question with These Questions and The Confirmation Number



Closing: Salespeople seldom ask for the sale. It's not only scary, but many salespeople believe it's rude to ask for someone's money. The salesperson and customer keep talking until one of them gives up or faints. If every sale had an attempted close, your sales would increase 30% out of the gate. Includes: Buying Signs, Types of Closes, Adding-ON and Nailing The Sale.



Competing With Big Box Retailers: Competing With Big Box Retailers: The 'Walmarts' of the world are not the death knell for the one store company. The big box giants are slow to move and cannot implement change on a whim. You have to compete where they cannot. Give the customer something tangible and valuable not available at the big guys. This chapter will teach you what, where and how.



Competing With The Internet: When a customer asks if you will match an internet price you have to wonder why they didn't buy it. If they have been on the net, they have been everywhere. You are their last stop. There is a reason for that. This module will give you all the reasons they didn't buy it on the net. You will also learn how to make the net draw customers into your store; the only place you can sell them.



Discounting (How To Negotiate Price): There are many retail industries that are famous for negotiating price. They give away much more than they have to. This chapter will help resolve that issue. It will teach you how to give the customer what they want without you losing a sale or a customer.



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