

# Engaging Your Customer – Retail Sales Fundamentals

Sales Fundamentals  
1 Day Workshop

## Training Workshop – Module Overview

Innesskirk's innovative “Engaging Your Customer – Retail Sales Fundamentals” is an intensive program addressing key sales skills necessary to forming loyal customers and improving the overall customer shopping experience. Delegates will learn to engage prospective clients, without being overly eager or pushy; using questioning techniques to gather information to target a successful sale; value-based sales and methods to overcome objections.

Tutorial sessions, case studies, practical exercises, presentations and syndicate work make this an interactive, hands-on course.

## Workshop Objectives – Delegates Will Be Able To...

- Recognize customer needs in the current retail sales environment
- Engage customers through professional behavior, communication and body language for retail sales professionals
- Build effective processes to overcome objections through the sales process
- Communicate professionally to add value to the client shopping experience and maximize sales opportunities
- Understand the value of effective listening and building rapport
- Influence others through the use of effective communication techniques

## Post Workshop – IMPACT™ Program

**IMPACT™ Project** – Identify a work related project during the last hour of the training that will be used as a measurable indicator of successful application and implementation of the training objectives.

**IMPACT™ Coaching** – Participate in custom-designed coaching sessions to facilitate the completion of the **IMPACT™ Project**. Delegates document the project's life cycle and all related issues in the provided coaching booklet.

**On-Site Coaching And Monitoring** – As a supplement to this workshop, Innesskirk offers participant coaching, monitoring and evaluation of in-store customer interaction in their daily working environment.

## Workshop Agenda – Day One

### WELCOME

#### Introduction And Course Objectives

Agenda begins with the introduction of course, material, methodology and pedagogy. Instructor coordinates introduction of delegates through icebreaker activity.

#### Introduction To Effective And Professional Communication With Retail Customers

Introduction to the communication aptitudes necessary to effectively engage customers, identify needs and maximize sales opportunities. Identifying objections and how best to address and overcome those objections to foster long-term relationships with customers.

#### Listening And Questioning Techniques

The role of questioning and listening in effective communication is reviewed. Different listening styles are identified and samples of effective questioning are reviewed. Tools and techniques are covered like KISS, ACHE, Five C's and others.

#### Barriers To Effective Communication

This segment focuses on the discussion of communication barriers currently faced in the retail workplace, addressing both verbal and non-verbal communication elements and practical communication tools and techniques required to develop greater influence on consumers' buying decisions.

#### Self-Analysis Of Current Communication Behavior

Delegates will identify their personal communication habits, the effectiveness of those habits and work toward the development of a personal improvement plan.

#### Communication Role-Play Sessions

Several short role-play sessions are employed to gain practical application of effective professional communication. Scenarios are simple, straight forward practice sessions and occur throughout the workshop.

### CLOSING

Review the main points of interest for the course, deliver course administration such as: evaluation, action plan and deliver delegate certificates.



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