

Professional Retail Selling Workshop

2 Day Workshop

How effective are your sales efforts?

Consider this....

- Do you understand the principles of selling?
- How do you ensure you maximise your sales opportunities?
- Do you understand what drives good sales?

Most retailers know that selling involves more than simply handing over an item in exchange for money, but how often do they reflect on the level of professionalism in the retail environment and the experience every customer has in store. By learning professional sales techniques and applying these tools to your retail operations, you can maximise the value of every single customer transaction.

After completing this course participants will have learnt:

- Understanding your customers needs
- Understanding the sales process
- Presenting merchandise
- Handling objections
- Cementing the sale and more

Consider tailoring your course

If your organisation will benefit from an in-house program on professional retail selling, discuss the endless opportunities with an ARA training consultant and take advantage of the discounted packages available.

Who should attend?

- Store Managers
- Store Owners
- Small Business Owners
- Store Staff

Non Member

\$699 inc. GST

Member

\$599 inc. GST