SALESPRO 3 RETAIL

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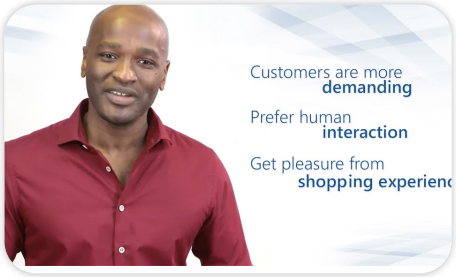
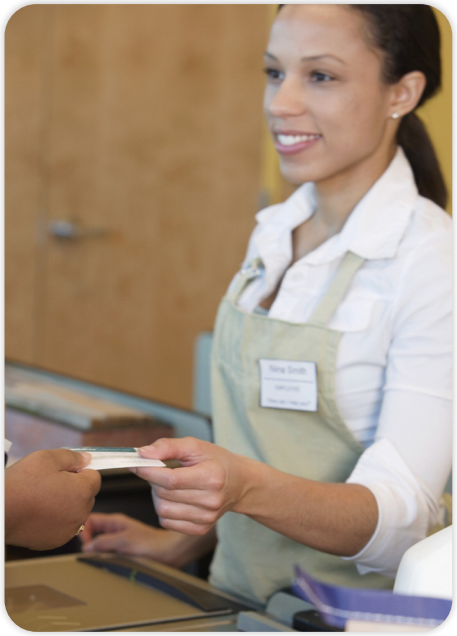
Table of Contents

SALESPRO 3 RETAIL

MODULE	1:	The truth about selling	1
MODULE	2:	What does your customer really want?	1
MODULE	3:	Preparing for sales success	1
MODULE	4:	Creating a meaningful sales experience	1
MODULE	5:	Introduction to the sales process	1
MODULE	6:	Opening the sale	1
MODULE	7:	Dealing with different customers	2
MODULE	8:	Getting your customers to trust you	2
MODULE	9:	Identifying your customers' needs	2
MODULE	10:	Asking the right questions	2
MODULE	11:	Active listening	2
MODULE	12:	Recommending and demonstrating	2
MODULE	13:	Custom design your demonstration	3
MODULE	14:	Making your demonstration memorable	3
MODULE	15:	Put your customers in the story	3
MODULE	16:	Selling on value	3
MODULE	17:	How to create urgency	3
MODULE	18:	How to identify buying signals	3
MODULE	19:	Dealing with objections	3
MODULE	20:	How to encourage commitment	4
MODULE	21:	Negotiating the sale	4
MODULE	22:	It's a good time to cross-sell	4
MODULE	23:	Celebrate the purchase	4
MODULE	24:	After the sale	4
MODULE	25:	Dealing with customer service	4





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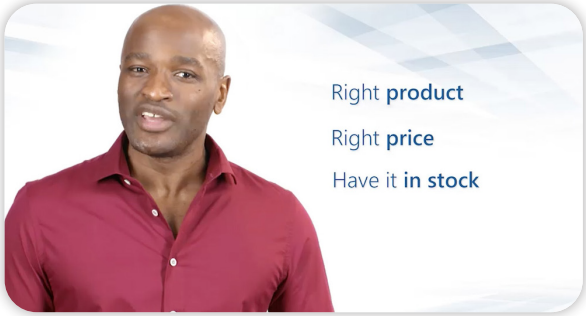

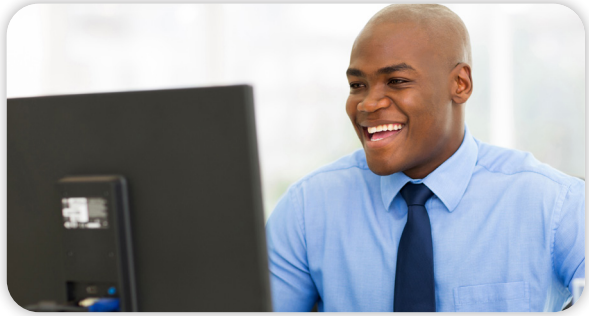

MODULE 1:
The truth about selling

The first module in the series sets out some key techniques for improving your effectiveness as a salesperson. It highlights the importance of putting yourself in your customer's shoes and demonstrates how to tap into their desire.

MODULE 2:
What does your customer really want?

The elusive question: "What do customers really want?" This module explores what customers want from the entire buying experience and how the salesperson can develop a better understanding to present the right product or service.

MODULE 3:
Preparing for sales success

There's an age-old saying that goes: "By failing to prepare, you are preparing to fail". This module outlines the kind of preparation you will need as a salesperson in order to ensure that you have a successful and profitable day of selling.

MODULE 4:
Creating a meaningful sales experience

Customers are looking to buy. BUT, they are also looking for an enjoyable and meaningful experience. This module takes a look at the importance of creating these meaningful experiences, and how to do it for every customer.

MODULE 5:
Introduction to the sales process

The benefit of a 'sales process' is that you can measure the effectiveness of what you are doing. This module discusses the advantage of having a process to make the necessary changes and plan for the resources you need.

MODULE 6:
Opening the sale

This module discusses the importance of making a good first impression. It covers several things you can do to start building a meaningful relationship with your customers in the first 30 seconds.

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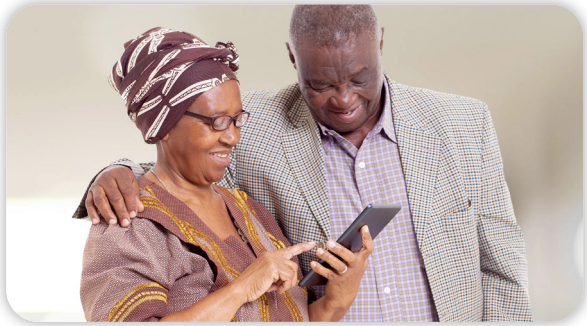

MODULE 7:
Dealing with different customers

Adapting your sales approach depending on the personality type of your customer is an important skill for any salesperson to have. We also look at how to deal with the four main personality types.

MODULE 8:
Getting your customers to trust you

In this module, we'll look at exactly how you earn, and in turn, earn your customers' trust. We also discuss the four ways you can create personal and meaningful connections with your customers.

MODULE 9:
Identifying your customers' needs

This module is the first in a series of three on how to understand the needs of your customer. You have a responsibility to get into the world of your customers and understand exactly what it is they need and how they measure value.

MODULE 10:
Asking the right questions

In this module, we'll provide you with some frameworks that enable you to ask the right questions. We'll also help you to structure your conversations easily, so that you can excel as a salesperson.

MODULE 11:
Active listening

What is active listening? You'll find out how the active listening process helps you to clarify, confirm and summarise everything discussed with your potential clients, as well as the all-important 5-step approach.

MODULE 12:
Recommending and demonstrating

Are you recommending the things your customers really want or need? Do you come across as an expert and are you simplifying complex concepts into easy-to-understand terms? Are you doing this with the enthusiasm your customer deserves?

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MODULE 13:
Custom design your demonstration

In this module, we'll show you how you can design your sales presentation to your customers' needs. To do this, you need to focus on the things that interest your customers and create a real desire for ownership.

MODULE 14:
Making your demonstration memorable

This module covers the various techniques that a salesperson can use to make their demonstration memorable. We also discuss how to get referrals from a memorable demonstration.

MODULE 15:
Put your customers in the story

This module details how a salesperson can optimise their storytelling capabilities when demonstrating a solution to a customer. We discuss how to place customers in the story for a real-life effect, enabling you to speed up the transition from consideration to purchase.

MODULE 16:
Selling value

Selling is everything. The aim of this module is to show you how to emphasise the value of what you sell by focusing on the benefits it offers. Selling on value rather than on price will make you far more effective as a salesperson.

MODULE 17:
How to create urgency

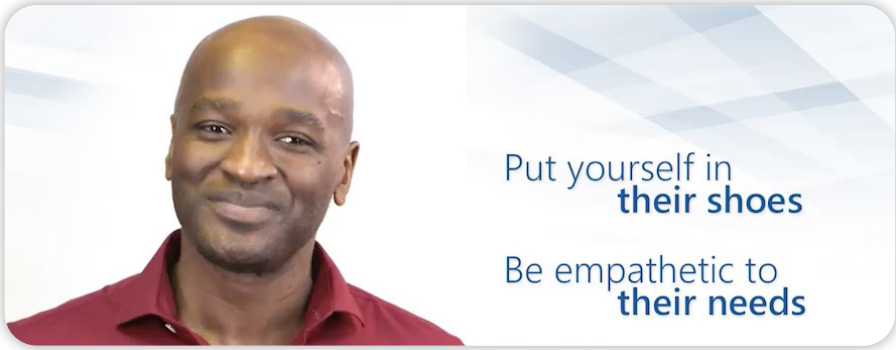
Customers are often non-committal when it comes to the actual purchase. Often, the key to this important step is communicating urgency. This module will show you how to create a desire to purchase using urgency, without seeming pushy.

MODULE 18:
How to identify buying signals

A buying signal is when the customer indicates their readiness to buy. We'll show you how to recognise buying signals and how to respond when you see them.

MODULE 19:
Dealing with objections

There is a fair amount of misunderstanding when it comes to objections. But, they are not necessarily bad news if you manage them correctly. This module will show you how to turn this negative into a positive.



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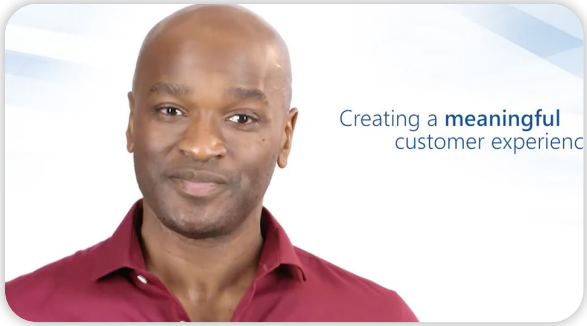

MODULE 20:
How to encourage commitment

Your customers need to be assured that they are doing the right thing. It's really important to give them enough reasons to feel comfortable with the decision they are making. This module will show you how to do this in the easiest way possible.

MODULE 21:
Negotiating the sale

There will be times when you'll need to do some negotiating to finalise the deal. Negotiation is a formal discussion aimed at reaching an agreement on an issue. This is essential when you want to build long-term relationships based on mutual respect and customer value.

MODULE 22:
It's a good time to cross-sell

It's the initial purchase that is most difficult to make. Once that decision is made, it's a lot easier to get your customers to commit to further purchases. This module looks at the different ways you can cross-sell.

MODULE 23:
Celebrate the purchase

One of the most effective ways you can build customers for life is by making the final handover a really memorable experience. If you celebrate the purchase and make the handover fun and exciting, you can anchor happy memories that will bring your customers back for more.

MODULE 24:
After the sale

To get your customers to return you've got to keep the relationship going. This module speaks about ways that you can build your own contact management system and build your personal brand at the same time.

MODULE 25:
Dealing with customer service

There will be times when customers need to return something or make a complaint. This module speaks about the importance of reframing how we view complaints as well as how every complaint gives us an opportunity to reduce errors, educate our customers and build loyalty.

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