



## **BACK TO BASICS TRAINING COURSE OVERVIEWS FOR PROFESSIONAL RETAIL SKILLS**

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*The Course Overview lists the highlights of each Course*

### **COURSES INCLUDED:**

1. Professional Success Behaviours for all the Team
2. Exceptional Service and the Actions which Destroy It
- 3-4. Mastering the Steps of the Sale Parts 1 and 2
- 5-6. Advanced Retail Sales Parts 1 and 2
7. Add-ons, Objections and Closing more Sales
8. Turning around Price Focused Customers
9. Visual Merchandising and Store Presentation Parts 1 and 2
10. Communication, Conversation and People Skills
11. Understanding People and Influencing the Four Personalities
12. Telephone Selling Techniques
13. Strategies to handle increased Retail Competition
14. Dealing effectively with Conflict and Difficult Customers
- 15-6. Successful Store Management Parts 1 and 2
- 17-8. Techniques to Improve Store Performance Parts 1 and 2
19. Service and Selling for Christmas Casuals – Specialty Stores
20. Service and Selling for Christmas Casuals – Food Stores

**NB Please note that there are many Management and Leadership Courses in our Program which would be relevant for your Team – these are simply Key Courses in the specific area of Retail Skills**

**Don't forget to take advantage of our Gold Card Offer – just \$1500 plus GST for 10 Course Tickets to use at any time over the next 2 years! A tremendous saving of \$2,000 and with 50 different Courses to select from, relevant to all Organisations. Call us now so you don't miss out!**

# **BACK TO BASICS TRAINING ... COURSE OVERVIEWS**

## **COURSES FOR THE RETAIL PROFESSIONAL**

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### **PROFESSIONAL SUCCESS BEHAVIOURS FOR ALL THE TEAM**

- It isn't just the skills you have, it's your attitude and behaviours that influence your success at work and thus, your future. This is a great Course for motivating Team Members and having them understand professionalism and key behaviours for success
- Defining and exceeding the expectations others have of you
- How to consistently be positive, proactive and enthusiastic
- The importance of taking initiative and making things happen
- Adopting a customer service approach with everything you do, even if your customers are other team members
- Working effectively with other team members and building a sense of team spirit and alignment with the culture
- Managing time frames, stress and deadlines in a productive way
- Strategies to enable you achieve better results and performance
- Learning how to monitor and take charge of your own behaviours so that you understand and start to really maximise your potential

### **THIS COURSE PARTNERS VERY WELL WITH ...**

### **EXCEPTIONAL SERVICE AND THE ACTIONS THAT DESTROY IT**

- Exceptional service is based around the premise of "making the customer's day". A focus on providing service that is extraordinary has shown us time and again that this is what customers respond favourably to, with their money and with repeat and referral business
- The aim of this Workshop is to have your Team look at customer service and satisfaction in a new light and come back re-motivated and re-energised with new ideas for service
- Analysing the key factors in the Buyer Utility Map and Buyer Experience Cycle to determine where our opportunities are
- Analysing and preventing the actions, the systems and the processes that destroy exceptional service
- Analysing and preventing the attitudes, the behaviours and the beliefs that destroy exceptional service
- Doing the things that help us stand out from the crowd!

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### MASTERING THE STEPS OF THE SALE PART 1 AND 2

- This practical Course gets right to the heart of selling and shows your team how to take accountability for and keep track of their own performance – which of course enables them to take charge of improving it!
- We teach the process of the sale, covering each of the eight steps in detail and discussing the ways in which we can increase our sales, our customer relationships and better our KPIs
- You have to sell yourself before you can sell anything and consequently, we teach positive communication skills – how to get people to like and feel comfortable with you from the start
- An entire session is devoted to maximising the sale through add-on and up-selling ... definitely a must-attend for any person in any type of retail or service business
- We would recommend that where possible, you send your Team Member to both Courses on the one day to maximise the benefits as the sale process is covered across the full day

### FOR EXPERIENCED SALES PEOPLE WE WOULD RECOMMEND ...

### ADVANCED RETAIL SALES PARTS 1 AND 2

- You never stop learning and this Course takes the experienced salesperson to the next level with its focus on sophisticated sales strategies and objectives
- Learn different customer buying behaviours and how to deal effectively with each
- 10 Basic NLP communication techniques that enable you to control the sale and quickly get on side with the customer
- Research continues to show that the majority of your sales comes from a minority of customers – learn the A through D grading system and Ladder of Loyalty and how you can influence your customers to spend more and become true advocates for your business
- 5 Absolute Must-dos for the Professional Retailer
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### ADD-ONS, OBJECTIONS AND CLOSING MORE SALES

- Being able to develop the sale into something that provides the total solution for the customer is something that all Salespeople are judged on, yet one that very few of them have the skills or confidence to do effectively – most never grow the size of the original transaction which is what this Course will teach them to do
- We teach 10 ways to use add-on selling with pride, recognising that instead of being pushy, it's about providing a better level of service and that it's the way you do it that makes the difference
- Over 20 different objections are discussed and solutions provided so that your team will have sincere, prepared options for your customers when they object with "it's too expensive" or similar
- We'll also cover many different ways to close the sale, moving away from the traditional corny lines that aren't genuine, into professional techniques that get results quickly
- Finally, we teach the team how to use their failures to step them to success, analysing why something didn't work so that it can be improved for next time, which is what makes this such a relevant, practical Course for everyone in retail

### THIS COURSE PARTNERS VERY WELL WITH ...

### TURNING AROUND PRICE FOCUSED CUSTOMERS

- This is a wonderful Course to send all your team on if your customers are very price driven, are bargain hunters and hagglers or if you need to provide many telephone price quotes
- We teach them communication techniques to regain control of the sale when a customer is barking price focused questions at them and how to hold their posture and confidence
- The sale is only about price if you allow the customer to make it about price – strategies to turn the price focused customer around to focus on other things that set you apart from your competition
- How to handle and get commitment from telephone price hunters
- How to negotiate with poise, speed and power and yet ensure you have a customer that will be loyal to the business
- How to turn around the situation so that you can enjoy, not fear it

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### VISUAL MERCHANDISING AND STORE PRESENTATION PARTS 1 & 2

- The focus of this very popular Course is achieving better sales results through improving your store presentation and visual merchandising
- Rest assured, you don't have to be a creative person to join in – retailers tend to be more practical, hands-on people who need solutions quickly, exactly what this Course teaches you to accomplish
- We start with developing an understanding of effective layouts and the correct placement of stock and fixtures in different stores ... what should go where, how to work effectively with what you already have
- Find out how critical issues such as colour, balance, lighting and signage affect customer's purchasing decisions and how you can easily influence these
- There's plenty of opportunity for the practical application of visual merchandising through learning how to build great windows, in-store displays and front door attention grabbers
- We'll discuss utilizing appropriate and inexpensive props and even plan a display calendar/ sales action plan for maximum results
- Finally, techniques for preventing store blindness and maximising sales are critical and you'll take away some useful tools, including a Store Review Planner to ensure your whole team, as well as your customers, of course, reap the benefits of this Course on a daily basis
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### COMMUNICATION, CONVERSATION AND PEOPLE SKILLS

- This is a great Course for Retail Sales People to give them a different perspective on influencing sales through communication
- They'll learn the desired outcomes from all different types of communication and understand how to prevent the conflicting or de-motivating messages we send
- Identifying the points that we want to convey about ourselves and analysing the communication needs of others
- The three absolute musts in any type of communication
- Applying these three effective communication techniques with your Team, your Manager, your Suppliers and your Customers
- Reading other people's tone of voice, body language and facial gestures – remember that it's over 90%
- Mastering conversational ability to build better relationships
- How to handle confronting communication situations with aplomb, rather than losing your confidence ... and your voice
- How to write one page reports and overviews, letters, memos, emails and quick notes that exceed the criteria for effective communication and get you great results

### THIS COURSE PARTNERS VERY WELL WITH ...

### UNDERSTANDING THE FOUR PERSONALITY PROFILES

- Introduction to the Four Personality Styles – an important Course for those who deal with and need to generate results from people
- Testing to understand and benchmark ourselves
- Recognising and understanding other People more effectively
- Strengths and weaknesses of each personality
- What to watch for in our own personalities that let us down
- How to bring out the best in each personality
- How to influence, sell to and manage each personality
- Which styles suit different personalities
- Using the Task focus/ Relationship focus – some personalities are more interested in the product, others are more interested in you
- Understanding ourselves and using the information to become a better and more skilled people person

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### TELEPHONE SELLING TECHNIQUES

- This is the ideal Course for your team if you take incoming calls related to products and prices and are keen to actually commit the customer to either coming into the store or to making a sale
- We'll cover the 10 main differences between selling on the phone and selling face to face and how to use these to make the difference between success and failure
- Understanding why customers phone us and getting inside their frame of mind – so that we can put ourselves in control of the conversation and get quickly on side with them, removing any potential barriers
- The importance of not reacting to their attitude or tone of voice
- Learn the right questions to ask to encourage the sale and the key essentials needed to discuss product and price over the phone
- Most importantly, we address the wow factors that can put you head and shoulders above everyone in the customer's mind

**THIS COURSE IS A MUST FOR EVERY ONE IN RETAIL ...**

### STRATEGIES TO HANDLE INCREASED RETAIL COMPETITION

- All of us in Retail know that terrible feeling of worry when another Retailer or a new/ improved Shopping Centre opens close by ... what can we do, how do we ride the tough times out, what options do we have to keep our business booming?
- This Course is a very popular Short Course for retailers across the board because it provides specific, practical strategies to teach you how to battle the competition and come out fighting
- Some of these strategies and ideas are long term but most just need immediate action and don't require much in the way of dollars – just a willingness to make something happen
- Even if you are not dealing with the threat of new competition, existing competition is all around us and we'd recommend that you put this Course near the top of your list – all of us need reminding about the myriad of little things we can do to make our business stand out from the crowd



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### DEALING WITH CONFLICT AND DIFFICULT PEOPLE

- Every business has customers that are difficult to deal with, regardless of who caused the problem. This is an excellent Course to teach your team not only how to get those customers back on side but how to be more proactive in anticipating and preventing problems!
- Why the customer who complains is a best friend of the business
- Seeing the situation from the customer's point of view and why it escalates
- Responses to use whenever the customer expresses dissatisfaction – this strategy makes an immediate difference
- Communication techniques to diffuse anger quickly
- The critical words to get on side with the customer immediately
- Ten common mistakes we make in business that generally cause conflict and difficulties and how to avoid these
- Turning around the conflict so that these customers become your most loyal and your team are no longer afraid to deal with them!

**THIS COURSE IS AN IDEAL REWARD OR THANK YOU GIFT ...**

### LIFE SKILLS – GOALS, CONFIDENCE AND PERSONAL GROWTH

- Most Courses are centered around the Business, even though growth in the Team Member is a wonderful by-product. This is a very special Course that is devoted entirely to the Team Member, with the purpose being to help each develop confidence, learn how to set and achieve goals and to maximise their potential
- We've called it a Life Skills Course because that is exactly what we are focusing on – and it makes the ideal Course to give as a thank-you or a reward
- Using our brain and memory power to achieve more
- Effective Goal Setting and Action Planning
- Holographic visualizations and why these are more powerful than affirmations
- Mind sets for confidence, achievement and success
- Personal growth – increased awareness of balance, impact, outcomes and consequences



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### STORE MANAGEMENT PARTS ONE AND TWO

- “Begin with the end in mind” says Stephen Covey and that is the basis of this Course – creating Retail Managers who can take initiative, who can be relied upon, who are focused on the needs of the business and who understand how to get the best results from each of their people
- As the efficient and effective management a retail store is vital to producing strong results, we have included a detailed section on what makes a retail store perform at its best .... the essential retail and operational standards that those who have not grown up in retail are not familiar with, and the strategies they as Managers can use to achieve these
- The four processes of management – planning, organising, leading and follow through are covered in relation to store management, as is diary and time management, the effective delegation of tasks, team building, motivation and setting standards
- Many Retail Managers need to learn to deal with managing/ supervising their former peers and friends and this is a subject we touch on, recognising that they need phrases that will help them out with common attitude and commitment problems
- There is also a strong focus on improving personal effectiveness as a Manager and even though this is a great Course for new Managers, it's a terrific refresher and very popular for all Managers and Business Owners
- We would recommend that where possible, you send your Team Member to both Courses on the one day to maximise the benefits across the full day

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### **TECHNIQUES TO IMPROVE STORE PERFORMANCE**

#### **PARTS ONE AND TWO**

- Specifically designed for experienced Retail or Area Managers, this Course will assist them to take the next step in more effectively managing all aspects of their business so that they can take charge of improving it!
- Our aim is to turn your Managers into Business Managers, who can take complete ownership of the Profit and Loss results
- We'll cover proven yet innovative ways to really lift the sales; improve gross margins; increase people productivity; lower the shrinkage results and reduce expenses
- Highlighting and solving problems is an always popular, relevant sessions as is the session on managing change for positive outcomes
- As results in retail are always dependant on the strength of their people and their teams, we teach specific techniques that will assist with the growth and development of each individual
- The more your Senior Managers know, the more they can influence results so this is a really important two part Course not to miss!
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### **SERVICE AND SELLING AT CHRISTMAS FOR SPECIALTY RETAILERS**

- The aim of this Course is to quickly and affordably introduce your Christmas Casuals to the standards and expectations of them in their role so that they can perform at their best. Indeed, many of our clients are taking multiple Gold Cards so that they can send their Christmas teams to this year's sessions as well as planning for next year – something to think about while the offer is available!
- This Course is designed specifically for Retailers in specialty stores who not only have to provide outstanding customer service, but who are expected to achieve sales budgets on their shift
- We'll cover the absolute musts of customer service, key selling techniques that really help your customers and your sales as well as teaching them how to serve more than one customer at a time
- Other critical aspects of Christmas Retailing, such as smiles, positive attitudes, personal appearance, housekeeping, all aspects of security, cash handling, stock replenishment and giving customers a wonderful experience are included to make this a very comprehensive and motivational Course for all your Christmas Casuals

### **SERVICE AND SELLING AT CHRISTMAS FOR FOOD RETAILERS**

- The aim of this Course is to quickly and affordably introduce your Christmas Casuals to the standards and expectations of them in their role so that they can perform at their best. Indeed, many of our clients are taking multiple Gold Cards so that they can send their Christmas teams to this year's sessions as well as planning for next year – something to think about while the offer is available!
- We'll cover the absolute musts of customer service for foodies – efficiency, professionalism and friendliness ... as well as the steps of the sale that ensure the best possible results for both the customer and the business
- Other critical aspects of Christmas Food Retailing, such as smiles, positive attitudes, personal appearance, housekeeping, all aspects of security, cash handling, food quality, handling and preparation and giving customers a wonderful experience are included to make this a comprehensive and motivational Course for all your Christmas Casuals