

Customer Focussed Selling

How to entice your customers to buy for you, using techniques that will have your customers loving the experience and telling others how helpful you've been.

Many people get into professions, trades and service related occupations never thinking that one-day they will find themselves in the uncomfortable position of having to sell.

Health professionals, computer specialists, accountants, mechanics, plumbers, even people working in the hospitality, tourism and retail sectors rarely set out to be sales professionals. Yet if they don't use selling skills effectively the business they represent won't be able to survive and thrive.

You've got to love your customers and love selling and this course will help you do both.

Objective:

This practical workshop will help you and your frontline team members to develop your confidence and skills and answer the following questions:

- What can you do to increase sales and have your customers love you for it?
- How can you persuade people to buy from you instead of the competition?
- How can you convert enquiries into sales without being pushy?

Need to know more?

Content of this practical workshop includes:

- Customer buying motives
- The vital first few seconds
- Listening skills – practical tips
- Questioning technique – a problem solving approach
- Turning telling into selling in a customer focussed way
- Handling price objections without discounting
- Most people don't ask for the sale – how do you do it?
- Selling more without being pushy

Who Should Attend?

This course will be particularly beneficial for people who prefer to think of themselves as service providers and find the whole idea of selling a bit distasteful. It is also a great basis for people who need some skills to help them get a better result with their customers.

The Presenter:

JAN COLLINS began her retail career as a management trainee with Marks and Spencer. Jan went on to hold a series of customer service and retail management positions in Australia and the UK before moving into training and development 15 years ago.

Jan is a past judge of the Lotterywest Peak Performance Awards, the WA Garden Centre of the Year Award and the Furniture Industry Association (WA) Retail Store of the Year Awards. She is also co-author of *"Merchandising Made Simple-27 key questions answered to help you and your team get the merchandising basics right in your store"*.