

RSS

- Available in Live 1 day workshop or 3 Interactive, facilitator-led virtual training sessions, with polling, chat, and small group breakouts.
- Pre-session reading and written exercises

Customer loyalty is tougher to create than ever before. Retail customers have many more options and are increasingly savvy with online research. How do these stores attract and retain loyal customers? By increasing skills and knowledge so that they can add value to every customer interaction, through exceptional service and improved selling skills and by reading cues and responding appropriately to close the sale.

RSS—Retail Sales & Service is designed to target the development needs of retail sales associates to drive sales and increase customer loyalty. Virtual or live workshop sessions explore topics in-depth and build competence with exercises and skill practice.

Three 2 ½-hour live virtual sessions facilitated by a MOHR Retail consultant.
What we include per participant:

- Three virtual facilitated sessions
- eBooks and reference guides
- 90-day reinforcement mobile app with gamification and competitive leaderboard to maximize retention

SESSION 1

- Introduction
- Reflection/discussion on building customer loyalty.
- 3 service skills to create an environment where customers feel welcomed and relaxed.
- Focus on the Customer, Maintain or Enhance Self-Esteem, Provide Efficient Service.

SESSION 2

- 5 primary skills for helping customers make decisions when buying and enhancing their experience with additional recommendations:
Each skill includes an introduction, retail-specific examples, and written exercises that challenge the group to apply the skill to their own client base.
- Ask Purposeful Questions, Selling Value, Listening to Reinforce Decisions, Expanding the Sale, Closing the Sale.

SESSION 3

- Overcoming Objections; Gaining Customer Commitment.
- Participants see and debrief a live model script combining the 8 skills to a specific customer interaction.
- Apply a 5-step service interaction to their own real-world scenario.
- Practice the skills and strategies in small group breakout sessions.
- Taking Action tool for planning how to use, what was learned immediately back on the job.