

Customers often make purchasing decisions based on staff recommendations and advice. The Shopconnect package helps staff focus on developing their product/service knowledge, assisting them to better advise customers on product selection. After undertaking this course employers should be able to see an increase in staff confidence and a measurable increase in sales.

Develop your product/service knowledge

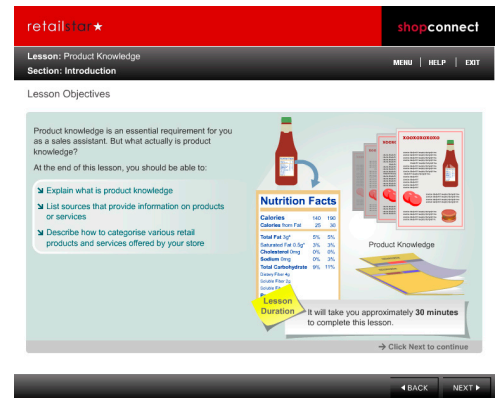
The first Shopconnect module includes the following topics; product knowledge, developing your product knowledge, know your product and service range, product comparisons, sharing product and service information.

Looking at your competitors

This learning module includes topics such as identifying your competitors, comparing products and services, undertaking a competitor analysis.

Advising on products and services

Module three covers topics such as features tell, benefits sell; questioning techniques; communication skills; matching customer needs and requirements; maximising your sales opportunities



Product Knowledge

