

Your staff play a key role in improving customer satisfaction and loyalty. The Shoptalk package gives retail employers the opportunity to focus staff training on improving customer service; ensuring staff exercise better strategies in customer communication and selling skills.

Communicating effectively with your customers

The first Shoptalk module deals with verbal and non-verbal communication and communication skills, identifying customers' needs and demonstrating confidentiality.

Delivering exceptional customer service

This module includes communicating effectively with customer, developing questioning skills, maintaining contact with customers and developing rapport.

Providing service at the register

Module three covers welcoming your customer at the register, delivering additional levels of service and going the extra distance with service at the POS.

Handling customer complaints

The customer complaints module deals with turning complaints into opportunities, recording customer complaints and taking follow-up action.

Presenting a sales solution

Learning module five includes topics such as, developing your product/service knowledge; demonstrating products; features tell, benefits sell and referring customers.

Overcoming customer objections

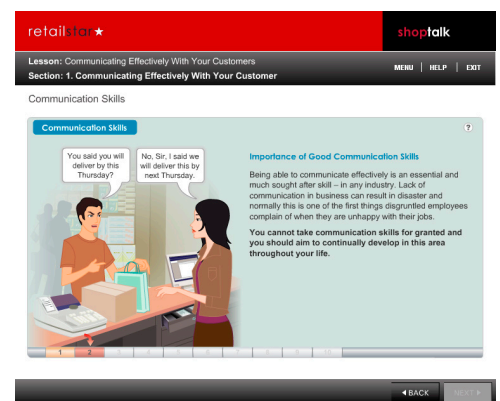
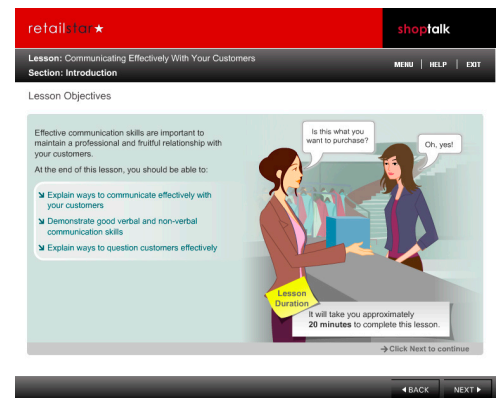
This covers price, time and merchandise objections, solutions offered according to store policy and problem solving applied to overcome objections.

Maximising sales opportunities

Maximising sales opportunities covers recognising opportunities for making additional sales and advising the customer of products/services according to need.

Closing the sale

The final Shoptalk module takes the learner through customer buying signals and methods of closing a sale.



Benefits

- ✓ Enhance customer communication
- ✓ Optimise POS service
- ✓ Improve complaints handling
- ✓ Increase staff enthusiasm
- ✓ Maximise sales opportunities