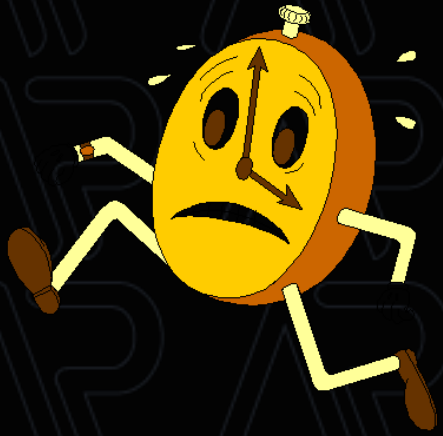




# Selling Skills for Retail

Selling skills toward boosting your success

# Guidelines





# Company Profile



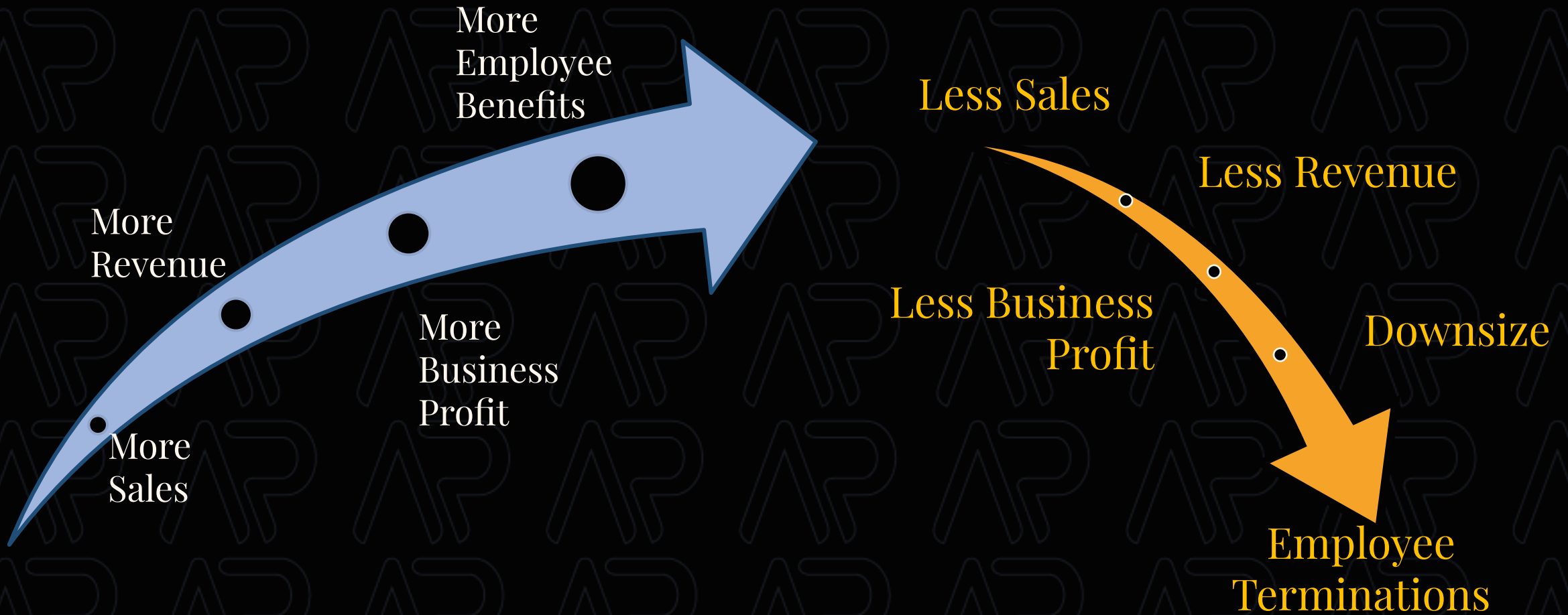
# Trainer Profile

# What is “Sales”?

It is the act of exchanging money as a compensate for a product or a service



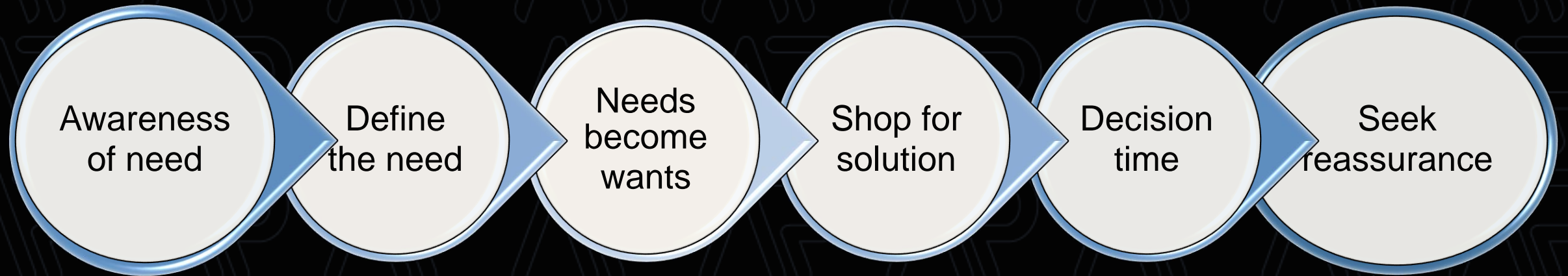
# The Importance of Sales





# Commission Scheme

# The Buying Process





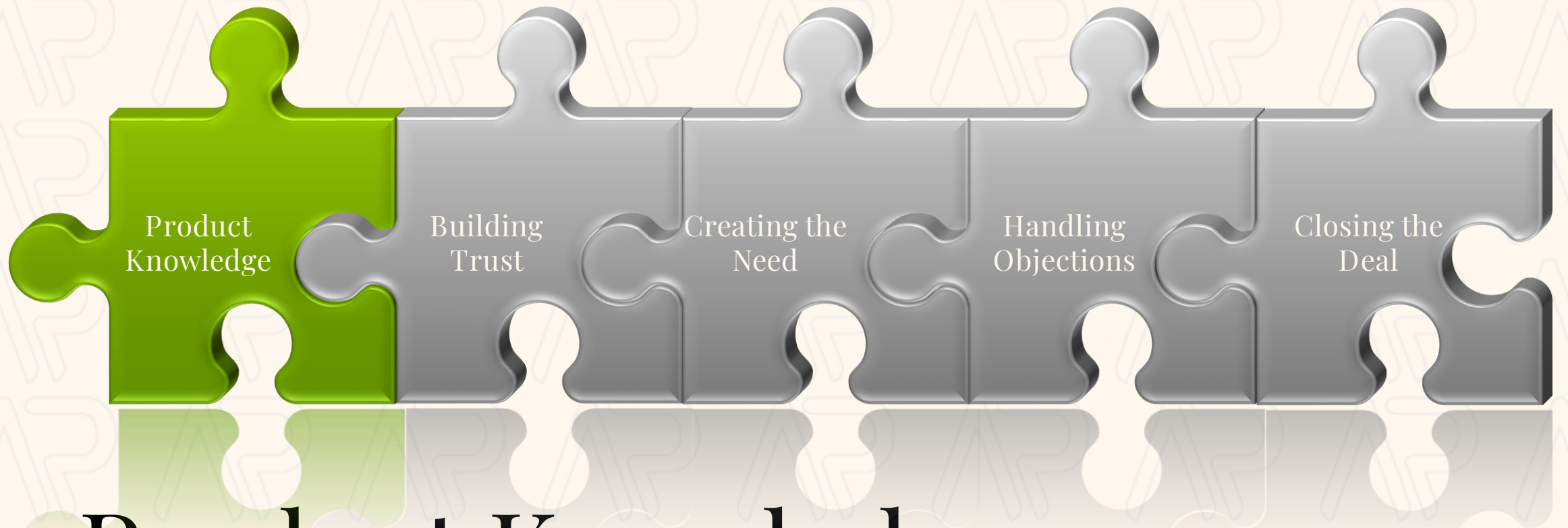
# Exercise 1



Try to sell a wrapped box without  
knowing its content

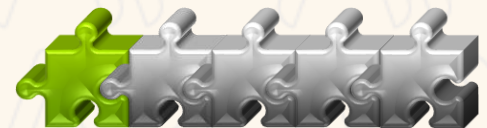
# Pillars for Sales Process





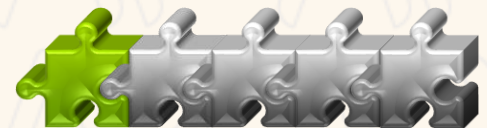
# Product Knowledge

Know your product well to be able to sell



Product Knowledge

# Product Knowledge



Product Knowledge

# Product Knowledge - Know Your Customer

Gender

Age

Physical  
Appearance

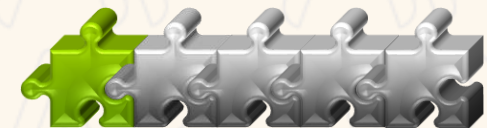
Language

Preference

Social Group

Style of Living

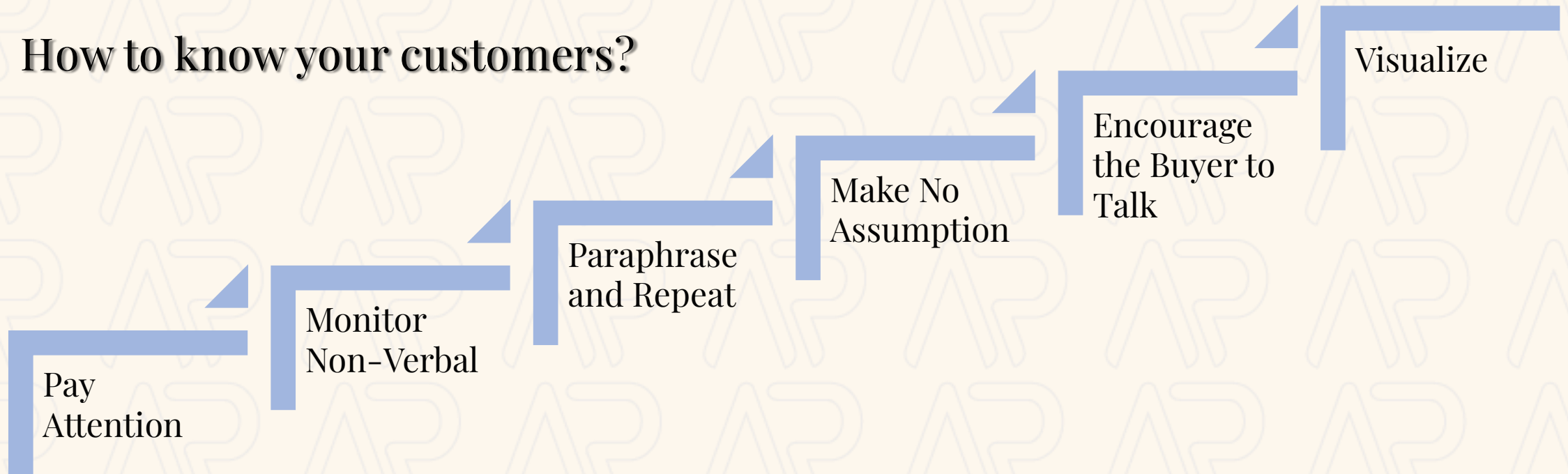
Status



Product Knowledge

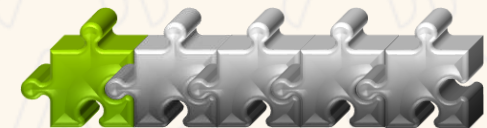
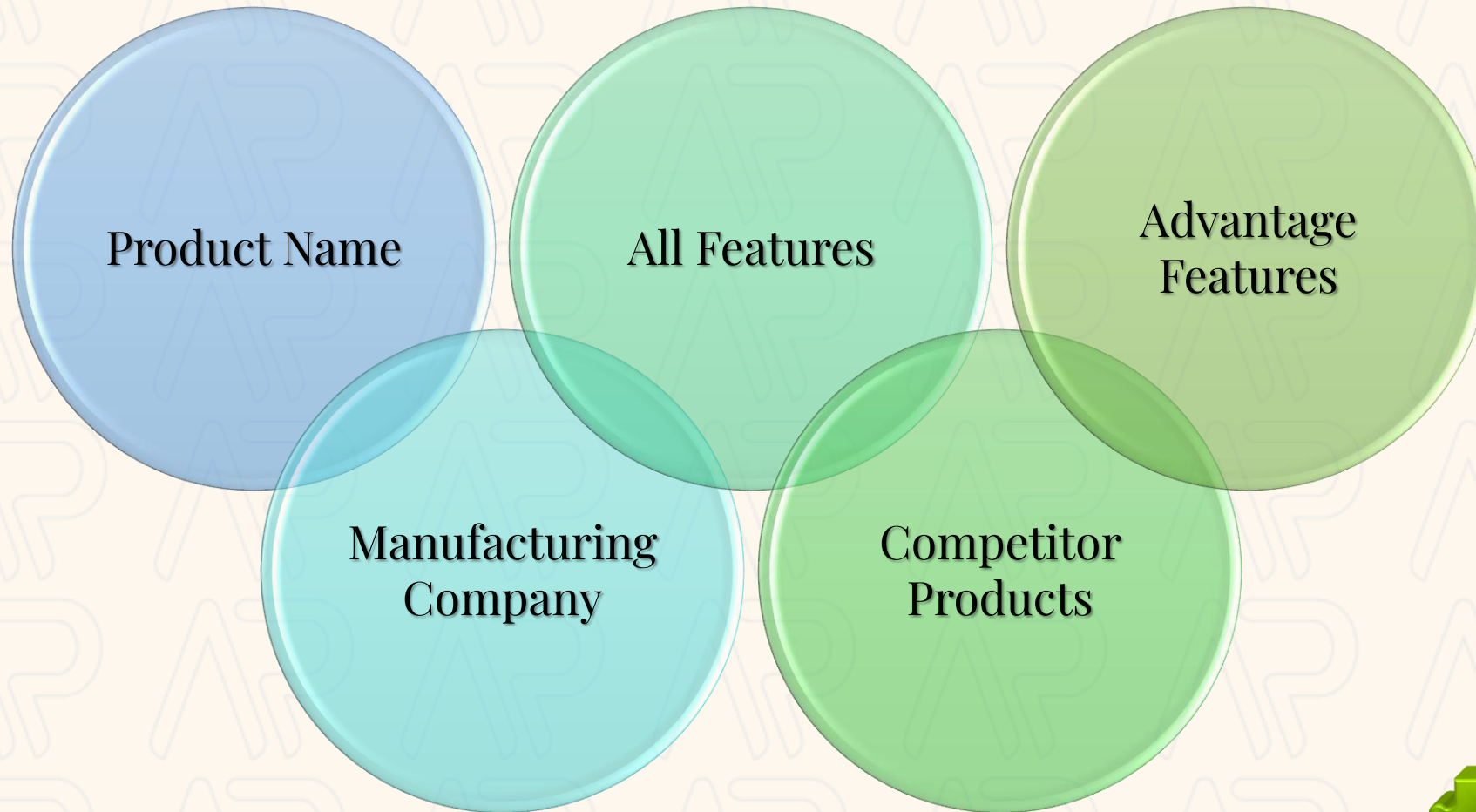
# Product Knowledge - Know Your Customer

How to know your customers?



Product Knowledge

# Product Knowledge - Know Your Product



Product Knowledge

# Product Knowledge - Customer Know Your Product

Inform the customer about your product

Give customer clear picture

Start with advantage features

Explain to customer the use of the product



Product Knowledge



# Exercise 2

- Create 30 seconds commercial
- About your company or any of its products
- Include company's or product's advantage features
- Selectively choose your phrases
- Make it attractive convincing and clear





# Building Trust

If you want the buying to be a must, then you have to build a trust



Building Trust

# Building Trust

- Appearance

Dress code (Uniform), Grooming, Cleanliness, Neatness, Aroma, Environment, etc..

- Manners

Greetings, Smile, Welcoming, Respect, Caring, etc..

- Attitude

Be Natural, Enthusiasm, Confidence, Optimism, etc..



Building Trust

“

**You will never get a second chance to  
make a better first impression**

”

Make your first impression the best impression



Building Trust

# Building Trust - Greeting

Typical Greeting	Answer	Instead	
Hi! How are you	Thanks, I am JUST LOOKING!	Place your self well inside your store	Don't stand behind the counter
Can I help you?		Don't block customer way	Keep your feet firmly planted
Are you looking for something particular?		Genuine Smile! "Good Morning, Welcome"	May I assist you to find your choice?
How can I help you?		If yes, then you can help	If not, then "If you need any assistance I'll be delighted to help you" and move little back



Building Trust

# Building Trust

- Never Lie
- Never Lie (Invent)
- Never Lie (Exaggerate)
- Never Make Customer Mistaken
- Listen, Listen, Listen, and Show Empathy
- Establish Rapport (Common Grounds)
- Show Confidence (Not Arrogance)
- Always Keep Eye Contact (Never Stare)
- Keep Professional Smile (Not Laughter Not Frown)



Building Trust

# Building Trust – Establish Rapport

- He likes compliments – so give him freely
- He wants respect – show him openly
- He wants ways to make his job easier – give him good service
- He like to talk about things that interest him – find out and talk about it
- Find out about his hobbies – talk about his hobbies
- Find out about his family – take note
- Find out what motivates him to buy – do that every time you service him
- He only buys from sales people he likes – make him like you



Building Trust

# Exercise 3

- Every 2 people together
- One is Sales and the other is Customer
- Try to greet and build a trust
- Then exchange







# Creating the Need

Customer needs are the best sales motivators



Creating the Need

# Creating The Need

1. Start with Dissatisfaction Point (Ask Questions)
  - a. A Problem or a Complaint
  - b. If customer is Satisfied, then create dissatisfaction
2. Understand The Full Condition (Listen, Listen, and Ask)
3. Think of Alternative Solutions
4. Generalize The Problem, and Specify The Solution
5. Do Not Offer The Full Solution Yet
6. Make Customer Confirm The Need
7. Make The Compensation Worth The Solution
8. Offer The Solution As The Perfect Solution



Creating the Need

# Creating The Need - Questioning

- Questioning is used for the purpose of gaining information to use in the sales process.
- Start with open questions and then move to close questions.

## Open Questioning:

- Invites an extended customer response
- Start with What, When, Why, Where, Who & How

## Closed Questioning:

- Invites a “Yes” or “No” reply from the customer
- Start with Do, Will, Is, Should

## Choice Questioning:

- Give customer two or more positive options in order to rule out a negative “No” response.



# Creating The Need - Questioning

- Questioning is used for the purpose of gaining information to use in the sales process.
- Start with open questions and then move to close questions.

## Benefit Tag Questioning:

- Benefit is presented in the form of a statement supported by a Feature and followed by a Closed Question

## Tag On Questioning:

- Tag on questions are used when customer makes a positive statement which you want to reinforce.



# Creating The Need - Questioning

- Decide your questioning strategy
- Always start with open questions to establish real needs
- Needs = why client wants to buy
- Always end with closed questions to confirm needs

NO ISSUES  
=  
NO NEEDS



Creating the Need

# Exercise 4

- Pick one item in the room
- Ask about the need, use, importance on this item
- Unlimited number of questions but only 1 time to name it





# Handling Objections

Customer that has no objections is a customer that has no interest



Handling Objections

# Handling Objections - Steps

- Pause



- Stay calm.



- Don't get defensive

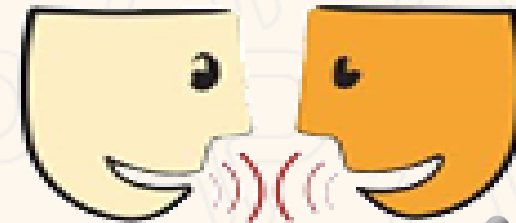


**Make the customer feel that you are there to help and not to fight.**

- Don't get aggressive.



- Do not disturb the customer. Let him/her speak first.





# Handling Objections – Type of Objections

Type of objection	Counter
Doubt	Focus on business need
Misconception	Don't argue – clarify!
Competition	Never knock competitors, sell them your solution
Price	Talk about 'value' & 'investment'
Stalling	Probe to uncover real objection - Check all bases are covered - Stress loss of benefit if don't act now



# Handling Objections – Price



- ✓ Start From Highest Price
- ✓ Show Variety of Prices
- ✓ Change to Lower Price Gradually
- ✓ Show Decrease Of Quality As Much As Decrease In Price

Offer  
The  
Best  
Price  
NOT  
The  
Lowest  
Price



- ✓ Do Not Start By giving Discount
- ✓ Do Not Give The Last Discount First
- ✓ Do Not Show Control On Discount
- ✓ Do Not Accept Customer Last Price



Handling Objections

“

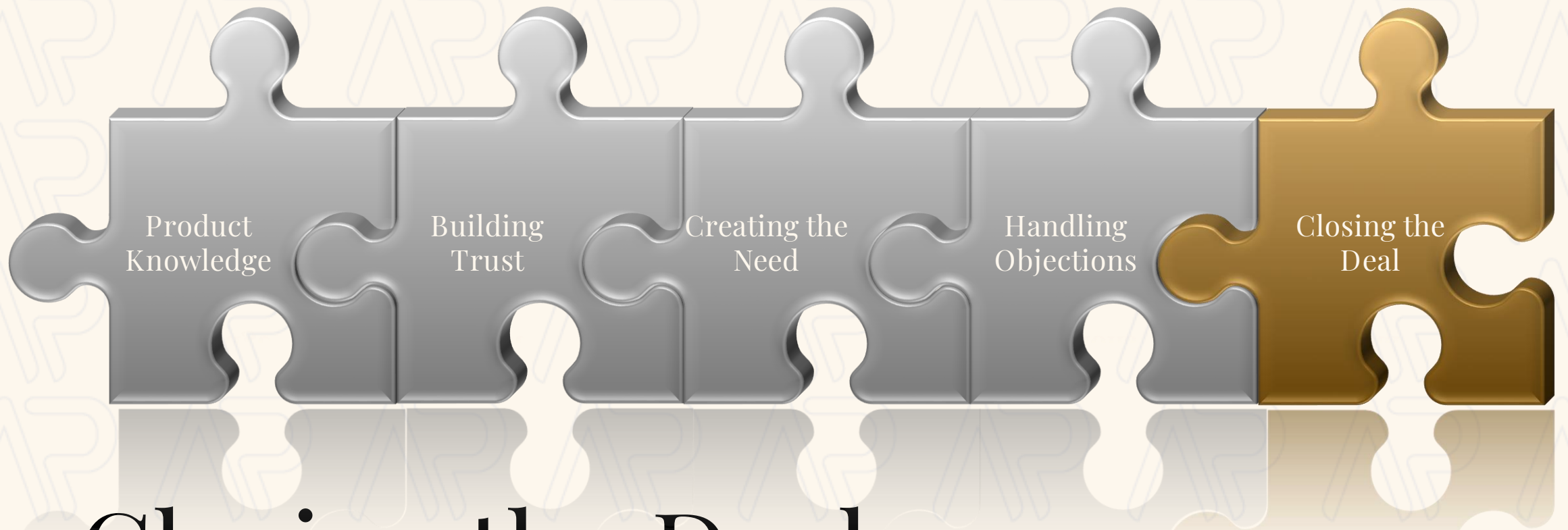
**Always “empty the bucket” before  
responding to objections**

”

Use closed questions to confirm that is all

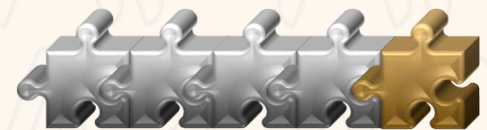


Handling Objections



# Closing the Deal

Real success of a sales process depends on the use of effective closing



Closing the Deal

# Closing the Deal

Why a sales rep may not close well?

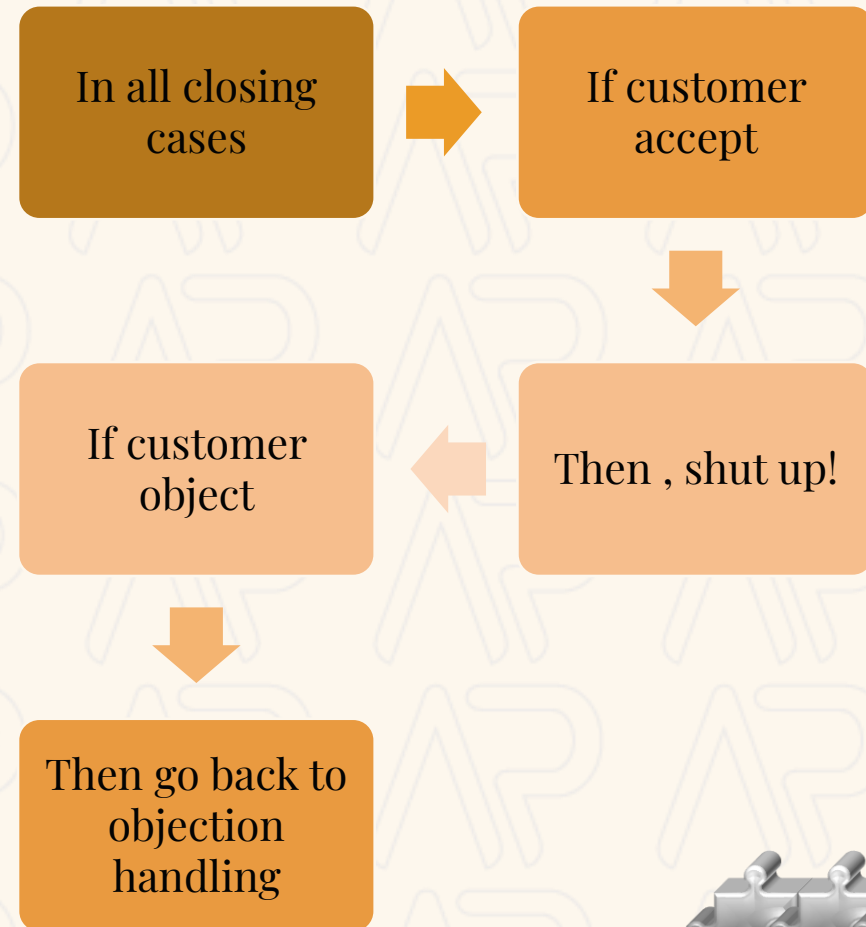
- Too Early
- Too Late
- Too Meek
- Too Aggressive
- Customer's objections not resolved completely
- Sales process not followed



Closing the Deal

# Closing the Deal – Types of Closings

- Trial close
  - ❑ Ask for the business ..
- Summary Close
  - ❑ Benefits against needs
- Implementation close
  - ❑ Most natural
- Positive alternative close
  - ❑ Most successful



Closing the Deal

# Closing the Deal – Other Types of Closings

Closing Type	Example
Return of Serve Closing	Customer: Does it come in Black? Sales: Do you want one in Black?
The No Rush Closing	There is no rush Sir But there are only 2 items left and the next shipment will arrive in 4 months
The Special Offer Closing	This item is on special offer for a very limited time, maybe next time you come the offer will finish

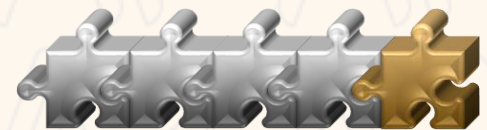


Closing the Deal

# Closing the Deal – Statements

- *How many pieces would you like to have*
- *Should I wrap it as a gift*
- *Do you want it in a plastic or paper bag*
- *Would you like me to polish it for you*
- *Would you like \_\_\_\_\_ also (Another Product)*
- *You'll pay cash or credit card*

**NEVER DISCUSS THE DEAL AFTER THAT**



Closing the Deal



# Exercise 5

- Every 2 people together
- One is Sales and the other is Customer
- Following the sales process, try to sell the provided item with the provided price
- Then exchange



# Suggestive Selling

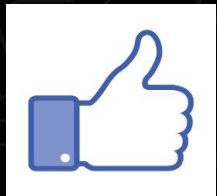
Up Selling and Cross Selling

# Facts



## Customers Want More

- Customers don't know all your products, YOU DO
- 73 % of customers want to know about new products or services



## Excellent Service

- Helping customers to get all what they want
- Benefiting customers from existing offers



## Selling Increment Is A Selling Process

- It includes the same steps of sales process
- It is a process within a process

# Suggestive Selling Process

## Sales Process



## Suggestive Selling Process



# Importance

- Increase sales, revenue, employee benefit, and commission.
- The customer is in a buying mood.
- Customer already has crossed the difficult part (making a decision) and open to suggestions.
- Closing has been done (%99.99).
- Objections are unlikely to occur.



# Up Selling

Up Selling is providing the customer with larger size or more quantity of the same product.



**UPSELLING**



before



after



Up-sell



**UPSELLING**

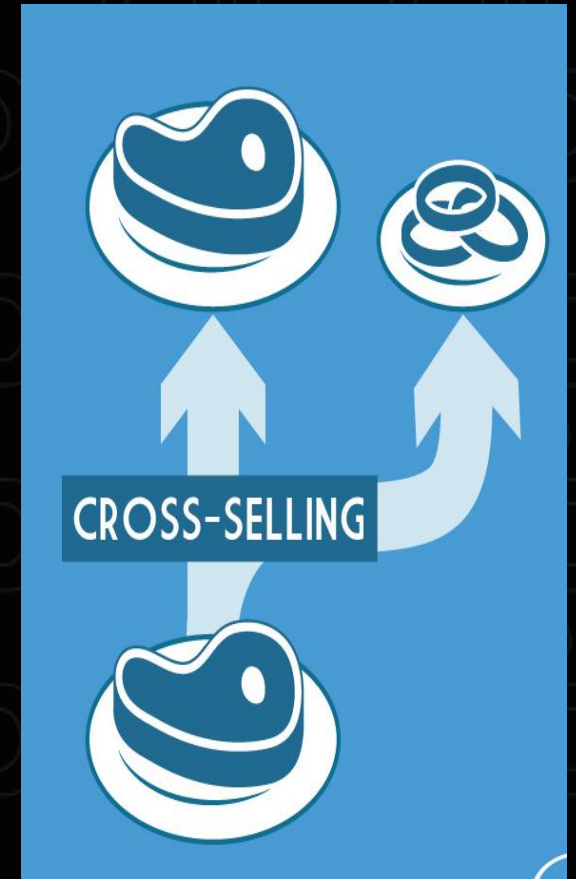
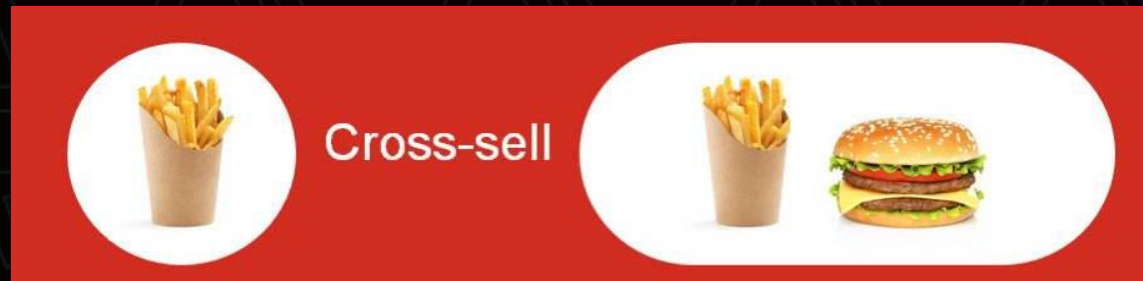
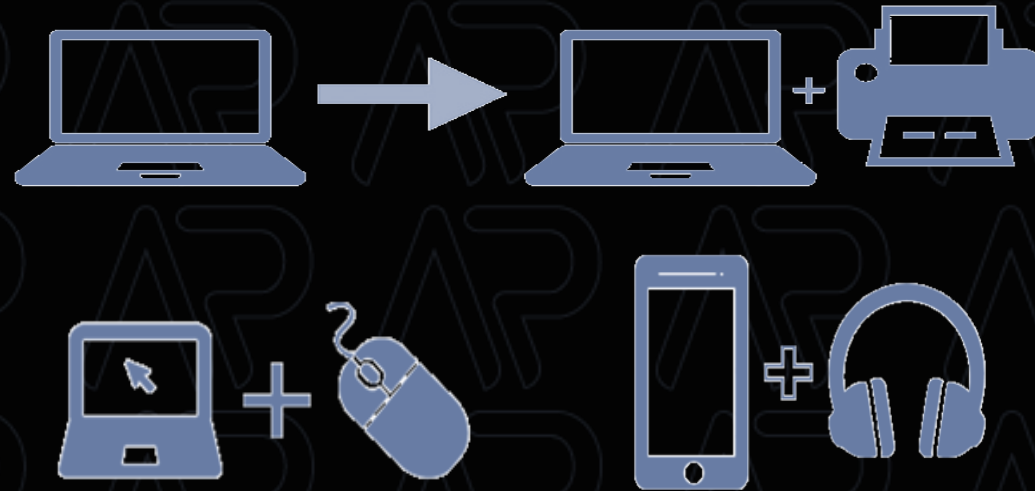




# Up Selling Examples From Your Company

# Cross Selling

Cross Selling is providing the customer with other related products.







# Cross Selling Examples From Your Company

# Exercise 6

- Individually find other uses for teabags (3 minutes)
- In group of 3 find other uses for teabags (2 minutes)
- As built spray find other uses for teabags (1 minutes)



# Suggestive Selling Difficulties

Difficulties	Overcome Them
<ul style="list-style-type: none"><li>• No attempt is made to up-sell or cross-sell</li><li>• The salesperson comes across as being pushy</li><li>• The up-sell is made in an unconvincing manner</li></ul>	<ul style="list-style-type: none"><li>• Always attempt to make suggestive selling.</li><li>• Be a consultant for the customer, focus on customer needs and money will follow.</li><li>• Sell more of what your customer is already buying.</li><li>• Sell complementary products and services.</li><li>• Ensure that the customer is satisfied first.</li></ul>

# Professionalism in up-selling

- Know all your items (Frames, Sunglasses, Accessories, Lenses, Lens Features, etc.)
- Know the product name
- Know the value of your product
- Know the selling price
- Know at least 2 options when up-selling (choose items you usually like)
- Know your customers profile, history really help

# How do you express yourself ?

- Recommend: "I think you should also get"
- Suggest: "You might also want to add"
- Consult: "I have personal experience with this, and I urge you to"
- Question: "Have you thought about? ..." "Have you ever tried? ..." "Do you know about?"
- Ask: "Would you care for? ..." "Would you like?"
- Would you care for a \_\_\_\_\_
- Can I suggest to you our \_\_\_\_\_ which is our most selling \_\_\_\_\_
- I would suggest these different colors.
- I would highly recommend progressive lenses for driving and computer usage.

# Exercise 7

- Every 2 people together
- One is Sales and the other is Customer
- Make brief sales closing and attempt to do up selling and cross selling
- Then exchange



# Increase Sales – Daily Routine

- Give ideas and suggestion to improve sales.
- Deliver customer suggestions properly.
- Suggest offers and promotion deals that would increase sales.
- Suggest new competitive products or services.
- Communicate customer concerns effectively.



Work alongside your  
management team to increase  
your benefits