

SSM 04 – BASIC RETAIL SKILLS

INTRODUCTION

This course aims to provide participants who are new to the retail industry and are thinking of re-entering this sector. It can also serve as a refresher course for those who wish to revise the basic skills of the industry.

COURSE CONTENTS:

Session 1: Basic Communication Skills

- The communication process
- Barriers to communication
- Body language
- Verbal and non-verbal skills
- Working Relationships
- Improving Business Communication

Session 2 – Merchandizing and Selling Goods and Services

- Prepare products for sales to customers
- Display stock to promote sales to customers
- Help customers choose the right products and services
- Maximize product sales
- Provide information and advice to customers
- Demonstrate products and services to customers
- Place orders to meet customer demands
- Process returned goods
- Handling complaints

Session 3 – Telephone Skills

- Dealing with clients on the phone
- Phoning clients
- Selling over the phone
- Leaving messages on answering machines

Session 4 – Hygiene, Health and Safety

- Hygienic standards in handling and storing of goods
- Operate in a healthy and safe environment
- Lift, transfer and position of goods
- Maintaining Health and Safety in the workplace
- Contribute to the security of the workplace

Session 5 – Customer Service

- What is customer service?
- Give customers a positive impression of yourself and your organization
- Support customer service improvements
- Resolve customer service problems
- Process customer service information
- Quality customer service