

SSM 05 – SELLING AND MERCHANDISING SKILLS

Everybody sells! From an employee convincing a boss to give her an increase in pay to a father getting his children to eat their vegetables to the professional salesperson who wants to close a big deal, knowing good sales techniques is critical. The same applies to retail operations and as this course will show, selling is just about everything in retail, not only when customers walk into the shop.

WHO SHOULD ATTEND?

This programme is aimed at both new and experienced professional salespeople and anyone else who wishes to learn more about techniques for relationship building and persuasion.

COURSE CONTENTS

Session 1 – Basic Market Research

- Carry out basic market research
- Questions in market research exercises
- Research the answers
- Online sources of information
- Advanced and accurate information sources
- Identifying customer segments
- Creating and updating client information databases

Session 2 – Advertising

- Planning an advertising and marketing campaign
- Where to advertise
- Suggestions for maximum impact of advertising
- Designing the advert
- Create the 'ultimate' shopping experience
- Evaluating the campaign's success

Session 3 – Public Relations (PR) and Image

- How is the corporate image developed?
- The right image for the right market
- What does the corporate image consist of?
- Behavioural aspects of selling
- Maintain an upbeat and positive corporate image

Session 4 – Merchandising and Promotions

- The five (5) Ps of merchandising
- Setting up the merchandise displays
- Merchandising for boosting sales
- Considerations for promotional events
- Evaluating promotional successes

Session 5 – Visual merchandising and display

- The retail outlet personality and the customers' culture
- Choose a theme and make a plan
- Give the impression that the retail outlet is full of stock
- Suggestions for displaying stock
- Notices for customer information
- Cost-effective options for a welcoming shop environment