

Solution Selling for Retail Store Associates

Target Audience

Solution Selling for Retail Store Associates has been developed to train associates to approach customers as individuals, understand their needs and values, and create the best solution to match these needs and values. Solution Selling is a proven model that guides the associate through this process of selling. It is a step-by-step system that ensures a higher rate of success and a higher probability that the customer's values will be met. It is about making a difference to the selling approach, a difference that will improve sales and customer relationships.

Objectives of the Program

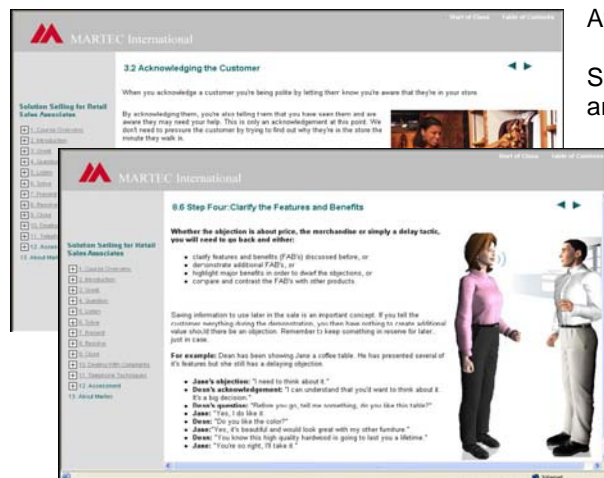
By the end of the program, students will be able to:

- Approach customers without asking – “May I help you?”
- Question and listen to customers to fully understand their needs.
- Create a solution with a mix of products and services that satisfy the customer's needs.
- Build rapport and loyalty with the customer, close the sale and ensure they become a return customer.

Course Structure

More than ever before customers want to understand the benefits of the entire package and consciously make a decision based on every value, not merely on price alone. The seven steps of the sales process build upon each other to provide skills the associate can use to identify and satisfy a customer's needs and values.

This training uses simulations to test and review newly learned skills. By using these self-testing simulations, the student can gain confidence, build on their knowledge and understand the keys to effective solution selling.



Availability

Solution Selling is a self-paced web-based training program and requires 2 to 3 hours depending on the student. The program is hosted on Martec's web site and offered at a one-time use fee of \$40 (£25 and €29 per student. All the learner needs to use the program is a PC and access to the Internet. Upon payment, an account number and password are issued, valid for three months.

For companies with large numbers of associates to train, the program can be installed on your in-company server on a permanent basis. Please contact us to discuss pricing.

Program Contents

Lesson

Title:

1 Course Overview

- Navigating Through the Course
- Modules
- Assessments
- Characters

2 Introduction

- Solution Selling – A Dynamic and Effective Way to Sell
- Sales Consultant – Your Value to the Store
- Customers – What They Value
- What a Customer Values
- The Seven Steps of the Sales Process
- Greet
- Question
- Listen
- Solve
- Present
- Resolve
- Close
- Confirm Your Understanding

3 Greet

- First Impressions Count
- Acknowledging the Customer
- When to Engage the Customer
- How to Engage the Customer
- Opening Lines
- Working with More Than One Customer
- Confirm Your Understanding

4 Question

- Transition the Sale
- Using Both Types of Questions
- Logical Flow
- Confirm Your Understanding

5 Listen

- Effective Listening
- Paraphrasing
- Summarizing
- Confirm Your Understanding

6 Solve

- Understanding Needs and Values
- Matching Needs and Values
- Offering the Customer Additional Products
- Selecting Additional Products (Add-ons)
- Confirm Your Understanding

7 Present

- Presenting Creating the Solution
- Creating the Solution
- Increasing Desire for Ownership
- Comparing Products
- Introducing Additional Products
- Add on Opportunities
- Adding on to Close the Sale
- Introducing Value Added Services
- Confirm Your Understanding

8 Resolve

- Objections
- Most Common Objections
- Step One: Listen to the Customer
- Step Two: Acknowledge the Customer's Objection
- Step Three: Answer the question with a question
- Step Four: Clarify the Features and Benefits
- Dealing with Specific Objections – The Merchandise Objection
- Dealing with Specific Objections – The Delaying Objection
- Dealing with Specific Objections – The Price Objection
- Value Based or Budget Based?
- Requests for a discount
- Resolving Customer Objections Exercises
- Confirm Your Understanding

9 Close

- Recognizing Buying Signals
- Acting on Buying Signals
- Direct Close
- Alternative Close
- Special Opportunity Close
- Assumptive Close
- Validating the Purchase
- The Final Stage
- Confirm Your Understanding

10 Dealing With Complaints

- Customer Complaints – A Blessing in Disguise
- Steps for Handling Complaints
- The Benefits of Customer Complaints

11 Telephone Techniques

- Answering the Telephone
- Taking A Message
- Placing a Call on Hold
- Returning A Call
- Making An Outgoing Call
- Dealing With a Complaint Over the Telephone

12 Assessment

