Retail Training.com

RetailTraining.com provides retailers with off-the-shelf and custom designed training solutions in mobile, online and in-store formats. Our unique Retail Education Model™ is the first of its kind to align to the Five P Retail Model and supports the need for strategic planning in order to maximizing profits. Our courses include a retail perspective from a variety of sectors and are available for store employees, operations managers and independent owners alike. Each course includes interactions, knowledge checks, an end-of-course quiz, and a "What's next?" discussion to encourage skill practice. Downloadable links to in-store activities are also available in many of the courses.

Demonstrative Selling E-Learning Course

Target Audience

Sales associates who want to learn the basic skills of demonstrative selling and how product demonstrations can increase sales by educating customers about product features and benefits. Product demonstrations can also show how easy the product is to use and can provide opportunities for trial use of the product.

Objectives of the Program

- Prepare appropriate scripts and demonstration props
- Present a product demonstration to a group of customers
- Motivate the customer to purchase

Course Overview

Demonstrative Selling is a self-paced web-based program. All the student needs to run the program is access to a PC and web browser. The program provides 20 minutes of training and is valid for 1 year. Within the purchased period, students can revisit the material as often as they wish.

The program includes a variety of interest generating features and quizzes. Companies who buy a group of licences will be given access to reporting facilities in the Learning Management System. This enables management to track which students have started and completed the training and their test scores.

Study Time

20 minutes

www.retaildevelopmentacademy.com

Program Contents

- **Why retailers do product demonstrations**
  - How demonstrations increase sales
  - Professional merchandisers and in-store promotions

- **Preparing for the event**
  - Demonstration scripts

- **Running the event**
  - Product is the star of the show
  - How to do a product demonstration
  - Demonstration steps

- **Clean up and follow up to the event**

Other Courses Available from Retail Training.com

- Appearance and Attitude
- Becoming a FAB-ulous Sales Associate
- Big Ticket Sales
- Cashier Service Basics
- Consultative Selling
- Greeting customers
- Impulse Merchandising
- Merchandising Basics
- Project Selling
- Retail Sales Transaction
- Selling on the Phone
- Structured On-The-Job Training
- Suggestive Selling
- We're All Different
- Welcome to Retail