



## **“RETAIL COMPANION SELLING 1” (2 HOURS)**

- Do you have sales team members who sell a single item when a multiple product solution would better meet the needs of the customer?
- Do you have customers who go home and find out that they should have got complementary products to their purchase?
- Are you losing customers because your competitors are offering this higher level of service?

Would you like a cost-effective solution to this?

This is a powerful, highly interactive training program designed to expand team members' knowledge in “what companions go with what products’ as well as to expand their companion selling ‘comfort zone’. Many team members are often uncomfortable to companion sell for fear of being perceived by customers as being ‘pushy’. This thought or belief also inhibits their knowledge or thinking about what companions go with what products. This program is exceptionally good at breaking down these barriers.

It consists of a series of simulations in which sales assistants work as teams (combination of experienced and less experienced team members) to select sales companions for ‘base’ products selected by the manager. There are points awarded for the number of companion products selected for each ‘core’ product by each team and prizes for the winning teams. This methodology stimulates fun and creative thinking. The creative thinking significantly expands the sales possibilities and the team members’ knowledge and comfort in selling companion products. The ‘fun’ element eliminates any previous discomfort and enhances the retention of the learning.

**Venue:** For availability of products for the simulations, the program is best run in-store (even if trading).

### **TESTIMONIAL**

“I learnt that companion selling is a higher level of customer service and provides solution based options. It raised my awareness and made me confident. Excellent!!

Retail Sales Assistant, Thornleigh, NSW