



“RETAIL COMPANION SELLING 2” (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, interactive training program designed to educate and empower team members in how to positively, and effectively, sell companion products with the ‘base’ product requested or needed by the customer.

Topics include:

- The benefits of companion sales to the customer
- Assessing whether the customer is open or closed to companion sales
- The Companion Selling process
- The complete solution approach
- The additional product(s) approach

It includes a series of simulations in which sales assistants practice companion selling to their colleagues and receive feedback on how well they did this.

Venue: For availability of products for the simulations, the program is best run in-store.

Prerequisites:

1. This program is designed to complement our “**Retail Companion Selling 1**” training program although it can still work effectively as a stand-alone program.
2. Participants need to have basic selling knowledge and skills as a minimum.
3. Managers would be well advised to plan and prepare some sales incentives to implement immediately following this training program. These will take advantage of the increased comfort in companion selling, generated by the program. It will also reinforce the learning gained.

TESTIMONIAL

“I learned the importance of offering complete solutions to each customer to give them the best service possible. The content was very relevant and helpful. I most liked the practical solutions for problems we face every day.”

Retail Sales Assistant, Thornleigh, NSW