



“GET OUT FROM BEHIND THE COUNTER!” (2 HOURS)

- Do you have customers who enter your shop, don't get approached and leave without purchasing anything and possibly never return?
- Do you regularly lose stock off the floor but don't know how it is happening?
- Is your shop getting a reputation for 'bad service' because customers are not noticed or approached?
- Have you got team members who will not move out of their 'comfort zone' behind the counter?
- Are you losing prospective sales because team members go into order taking mode behind the counter rather than active selling on the floor?
- Would you like a cost-effective solution to these problems?

"Get out from Behind the Counter!" in an innovative and highly effective training program which will educate and empower team members to provide a higher level of service, better deter and prevent shop stealing, and to improve their sales by approaching customers on the shop floor rather than waiting behind the counter. As Managers and Supervisors are often a significant contributor to this problem it is highly recommended that they complete **"Managing Customer Service"** before delivery of this program to your team.

Topics covered include:

- Customers and the Counter
- The Counter as a Barrier to Rapport
- Improving Sales
- Why do we stay behind the Counter?
- The Learning or 'Growth' Zone
- Our new Customer Service Game Plan and Set Plays
- Rewarding and Reinforcing our Behavioural Changes

The program comes with a printed workbook and includes practical activities to reinforce the learning.

TESTIMONIAL

"This training was very informative. I learned the reasons why we should come out from behind the counter and how it greatly improves sales and service."

Pharmacy Assistant, Port Macquarie, NSW