

## Rules of Retail Sales Training



Training Never Ends
Produce ongoing training on new products, merchandising campaigns, skills refreshers, procedural changes, and seasonal promotions.



Micro Learning,
Macro Results
The shorter the program, the better. Present small chunks followed by practice on the sales floor. Use short video segments for maximum impact.



Don't Tell, Show

Demonstrate interactions with customers from the greeting to the sale and beyond. Build a relationship.

Ask open questions. Use the customer's name. Don't be a pest but don't give up. Always cross-sell. Show these in action.



Customers Love Visuals
--So Should You
Explain how to create and maintain effective merchandise displays.



Phone & Tablets Are Tools,
Not Time Waster
Deliver online training via phone
and tablets so people can learn on

breaks and during down time.



No More Books or Binders
Make your program self-contained,
with no books to buy or lose, nor
binders to maintain.



Training About Loss Leads to Gains

Cover store operations: attaching and removing security devices, reporting stock shrinkages, and dealing with suspicious customers.



No Employee Left Behind
As appropriate, provide training in multiple languages. Closed-caption video lessons.



Safety Is Important
Include dealing with emergencies,
the safety plan, and what to do in
case of injuries.



Your Unique Selling Proposition

Differentiate your outlets for the competition. Why are you the better place to shop?

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