

# Retail e-learning channel

by XOS

**Practical course - 1d - 02 - Ref. 8VR**

**Price : 105 € E.T.**

Selling is a profession. Thanks to this training course, you'll master the techniques and reflexes of retail sales.

## Teaching objectives

At the end of the training, the participant will be able to:

- ✓ Understand the challenges of customer relations.
- ✓ Be ready to receive customers.
- ✓ Create a climate of trust at first sight.
- ✓ Adapt their approach to the type of customer.
- ✓ Ask appropriate questions to understand the customer's issues, needs, constraints and expectations.
- ✓ Argue for the right product/service.
- ✓ Deal with any objections.
- ✓ Propose and sell complementary products/services.
- ✓ Offer additional products/services.
- ✓ Close the sale.
- ✓ Offer or promote the loyalty card.
- ✓ Handling complex and difficult situations.

## Intended audience

Anyone involved in business prospecting: salespeople, sales representatives, telemarketers, etc.

## Prerequisites

No special knowledge required.

### PARTICIPANTS

Anyone involved in business prospecting: salespeople, sales representatives, telemarketers, etc.

### PREREQUISITES

No special knowledge required.

### TRAINER QUALIFICATIONS

The experts leading the training are specialists in the covered subjects. They have been approved by our instructional teams for both their professional knowledge and their teaching ability, for each course they teach. They have at least five to ten years of experience in their field and hold (or have held) decision-making positions in companies.

### ASSESSMENT TERMS

The trainer evaluates each participant's academic progress throughout the training using multiple choice, scenarios, hands-on work and more.

Participants also complete a placement test before and after the course to measure the skills they've developed.

### TEACHING AIDS AND TECHNICAL RESOURCES

- The main teaching aids and instructional methods used in the training are audiovisual aids, documentation and course material, hands-on application exercises and corrected exercises for practical training courses, case studies and coverage of real cases for training seminars.

- At the end of each course or seminar, ORSYS provides participants with a course evaluation questionnaire that is analysed by our instructional teams.

- A check-in sheet for each half-day of attendance is provided at the end of the training, along with a course completion certificate if the trainee attended the entire session.

## Practical details

### Digital activities

The soft skills structure: expert videos, exercises, case studies and summary sheets.

### Mentoring

L'option tutorat propose un accompagnement personnalisé par un formateur référent ORSYS, expert du domaine. Adapté aux besoins, aux capacités et au rythme de chaque apprenant, ce tutorat combine un suivi asynchrone (corrections personnalisées d'exercices, échanges illimités par message...) et des échanges synchrones individuels. Bénéfice : une meilleure compréhension, le développement des compétences et un engagement durable dans la formation.

### Pedagogy and practice

Bénéficiez des conseils et des retours d'expériences des meilleurs experts. Découvrez leurs astuces et les raisons de leurs succès au travers de témoignages concrets. Les apprenants participent à un exercice de découverte active pour compléter et/ou renforcer les apports notionnels de l'expert et bénéficier d'un retour adapté en fonction de leur réponse. Durant chaque cours, découvrez des cas opérationnels réalisés par des experts pour aider les apprenants à mettre en pratique ce qu'ils viennent d'apprendre. Retrouvez une fiche synthèse complète et efficace ! Chaque apprenant pourra conserver une trace écrite de ce qu'il a appris et des conseils qu'il a reçus.

## Course schedule

### 1 Preparing your sale

- The salesperson: the key to customer relations.
- Getting ready.

### 2 Welcoming customers

- Welcoming customers.
- Take charge of customers.
- Discover customer needs.

### 3 Arguing and dealing with objections

- Arguing the main offer.
- Dealing with objections.
- Sell complementary offers.
- Sell additional offers.

### 4 Closing sales

- Close sales.
- Offer or promote the loyalty program.
- Handling difficult situations.

### TERMS AND DEADLINES

Registration must be completed 24 hours before the start of the training.

### ACCESSIBILITY FOR PEOPLE WITH DISABILITIES

Do you need special accessibility accommodations? Contact Mrs. Fosse, Disability Manager, at [psh-accueil@orsys.fr](mailto:psh-accueil@orsys.fr) to review your request and its feasibility.