

RSS

Empower your retail teams to drive sales and build customer loyalty with our engaging, interactive training.

Customer loyalty is tougher to earn than ever before. With endless options and access to online research, today's retail customers expect more. The key to success? Equipping retail associates with the skills to add value in every interaction—providing exceptional service, enhancing selling techniques, and reading customer cues to close sales effectively. Retail customers have many more options and are increasingly savvy with online research.

Retail Sales & Service (RSS) is designed to target the development needs of today's retail sales associates to drive sales and increase customer loyalty. Virtual or live workshop sessions explore topics and skills in-depth that build confidence and competence with real-world exercises and skill practice.

Delivery Options: Three 2 ½-hour live virtual sessions or 1-day onsite workshop facilitated by a MOHR Retail consultant.

Cost: \$550 per participant and includes:

- eBooks / Participant Workbooks and reference guides
- 90-day reinforcement mobile app with gamification and competitive leaderboard to maximize retention

Advanced RSS Module: DiSCovering your Selling Style

This advanced 2 ½-hour module includes the DiSC® for Sales online profile.

Cost: \$325.00 per participant

- DiSCovering Your Sales Personal Style Report
- Participants learn more about their own personal selling communication style
- Refine your individual communication effectiveness to strengthen relationships with customers
- Learn how to flex your style to meet your customers where they are to build loyalty collaboratively

Prerequisite:

The RSS Core 3-Session Program

Combined Programs: \$850 per participant

SESSION 1 – Creating a Customer-Centric Experience

- Introduction
- Reflection/discussion on building customer loyalty.
- 3-Service Skills to create an environment where customers feel welcomed and relaxed.
- Focus on the Customer, Maintain or Enhance Self-Esteem, Provide Efficient Service.

SESSION 2 – Elevating Sales Conversations

- 5-Primary Skills for helping customers make decisions when buying and enhancing their experience with additional recommendations:
Each skill includes an introduction, retail-specific examples, and written exercises that challenge the group to apply the skill to their own client base.
- Ask Purposeful Questions, Selling Value, Listening to Reinforce Decisions, Expanding the Sale, Closing the Sale.

SESSION 3 – Overcoming Objections & Gaining Commitment

- Participants see and debrief a live model script combining the 8 skills to a specific customer interaction.
- Apply a 5-step service interaction to their own real-world scenario.
- Practice the skills and strategies in small group breakout sessions.
- Taking Action tool for planning how to use what was learned immediately back on the job.