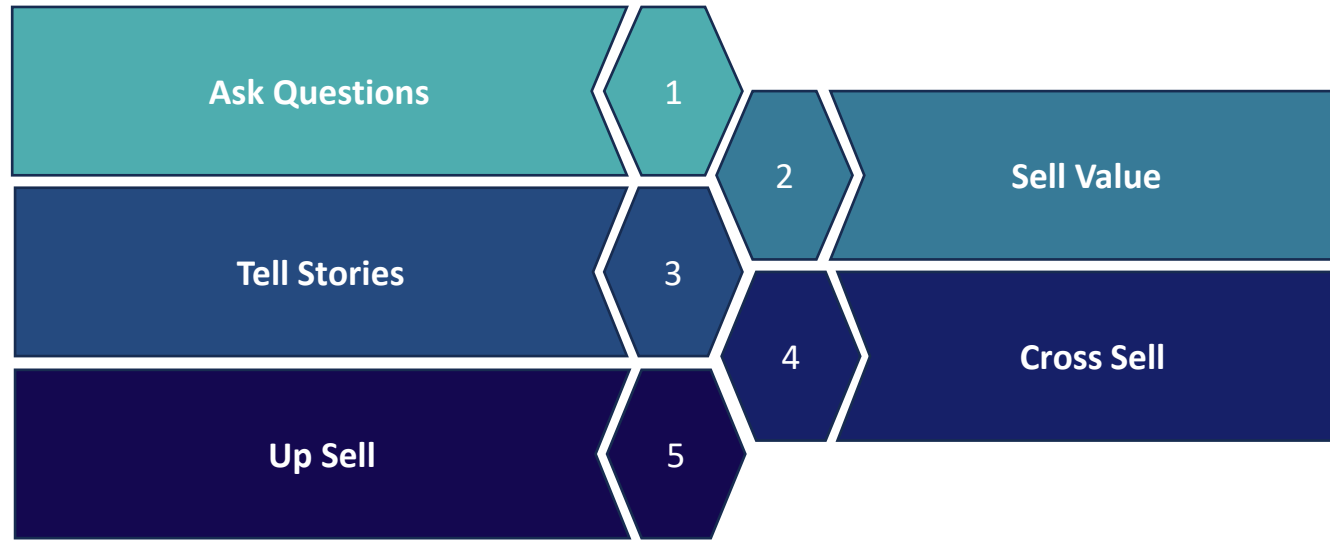Welcome to

Retail Sales
Techniques for successful sales

Sales Training For Beginners

Begin Course

Understanding your customers and creating value

HOME | START

This slide introduces the five sales techniques

(**Objectives slide**) By the end of this module you will be able to summarize and apply 5 basic selling techniques to create value for your customers and improve individual sales performance.

Are you ready? Let's get started. Click start to begin the course

-then they get introduced to this image shown to the left.

- If user clicks HOME button they return to HOME
- If user clicks START they begin the course, by going to slide 6

This will be slide 3-4 – (1) the first 1-2 slides will provide a brief introduction to the course with key statistics so the learner understands why selling techniques are important and how they can lead to increased sales/customer value, (2) followed by listing objectives, (3) and then this image introduced the 5 techniques they will learn in this course.

Image (of 5 techniques) Animates from the left and right in numerical order.

Module:	Intro to Sales: Understanding Your Customers' Needs and Creating Value	Slide #:		Slide Title:	Technique #1: Sell by asking Questions

Learning Objectives:

By the end of this module the learner will be able to:

- Recall the "sell by asking questions" technique, when prompted with 100% accuracy

- Identify reasons "sell by asking questions" is an effective sales technique, when prompted with 100% accuracy

Misc.

- Narrator talks about the technique and explains it's benefits. Then there is a simple demonstration to allow the learner to absorb how this technique is done and why it is effective. Followed by a brief knowledge check

- Also has heuristic regarding active listening and why it is important to actively listen when speaking to customers and asking them questions

Narration:

- **Simple Demonstration of technique**

#1 Sell by asking questions- Description

Most customers come into retail locations with money in their pocket ready to buy something. They just don't yet know what that "something" is and is one of the main reasons they chose to come into the retial location, to talk to you the product expert. This is where asking questions comes in handy.

Doing so helps uncover selling opportunities and overcome objections, leading to successful sales. Crafting detailed questions is key to encourage customers to share more about their needs, so you know how to personalize their expereince and best help them.

- This script continues to allow the learner to hear/see or "demo" how to use questions to "peel back the layers of the onion" to help them find their customer the perfect product/solution. (1 minute demo of back and forth resulting in a successful sale and satisfied customer)

Interactions:

- If user clicks HOME button, they go HOME

- If user clicks the PREV button, they move back to previous slide

- If user clicks NEXT button, they continue to next slide

Content:

Possibly use animated characters with retail background

HOME | PREV | NEXT

| Knowledge Check: | Drag n drop | Slide #: | | Slide Title: | Sell by asking questions/knowledge check |

Assessment:

Drag and Drop Game
How does the sell by asking questions technique bring value to your customers?
Please drag the correct response to the answer box and click submit when you are ready
(Select all that apply)

Uncover Opportunities

Identify who has money

Identify customer needs

Increase Sales

Personalize Experience

Drag **correct** response to box →

Answer Box

Clear **Submit**

MISC:

Module:		Slide #:		Slide Title:	Sell by asking questions

Assessment:

Multiple Choice Lower-order thinking skills

Question1

Which of the following is a key benefit of asking questions during the selling process?

A) Establishing a one-sided conversation

B) Demonstrating interest in the customer's needs

C) Gaining valuable insights to customer's needs ← correct

D) Overwhelming the customer with product information

Feedback for correct answer: That's correct! One of the key benefits of asking questions is to gain valuable insight to each customers unique needs and allow you to make the best recommendations for them.

Feedback for incorrect answer: Incorrect. The correct answer was C- Gaining valuable insights to customers needs. By asking customers questions you gain valuable insight to each customers unique needs, which allow you to make the best recommendations to personalize their expereince.

Module:	Intro to Sales: Understanding Your Customers' Needs and Creating Value	Slide #:		Slide Title:	• Value Selling

Learning Objectives:

By the end of this module the learner will be able to:

- Recall "value selling" technique, when prompted with 100% accuracy

- Identify reasons "value selling" is an effective sales technique, when prompted with 100% accuracy

Additional Notes:

- Narrator talks about the technique and explains it's benefits. Then there is a simple demonstration to allow the learner to absorb how this technique is done and why it is effective. Followed by a brief knowledge check

- The narrator a sales associate using the value technique to create value for their customer and make the sale- shows SA asking questions, and understanding customers unique needs, them locating the perfect deal, for them.

Narration:

- **Value selling** is a highly effective technique that focuses on conveying the unique value and benefits of a product or service to potential customers. At its core, value selling shifts the emphasis from simply highlighting features and specifications to demonstrating how the product or service can address each customer's **specific needs**, to **solve their problems**, or **enhance their lives**. It involves understanding the customer's pain points, desires, and goals, and then showcasing how your offering provides tangible value and a superior long-term solution.

- When considering how the product brings value to your customer- Here are a few key points to consider:

- How is the product enjoyable or useful?

- How can it solve a specific problem for them?

- How reliable is the product, have you ever heard a negative review? Quality

- How long of a warranty does it have? (Customers like long warranty's)

Interactions:

- If user clicks HOME button, they go HOME

- If user clicks the PREV button, they move back to the previous slide

- If user clicks NEXT button, they continue to next slide

- User presses PLAY/PAUSE to hear demonstration ((in AI voiceover)) and animations of text/dialogue

Content:

Possibly use animated characters with retail background

HOME | PREV | NEXT

Module:		Slide #:		Slide Title:	Value selling knowledge check

Assessment:

Multiple Choice Higher-order thinking skills

Question 1

Which of the following statements best describes the concept of value selling?

A) Highlights the unique value and benefits of a product or service. ← Correct

B) Emphasizing price as the primary factor in a purchase decision.

C) Focusing solely on product features and specifications.

D) Convincing customers to buy unnecessary add-ons.

Feedback for correct answer: Correct! Value selling can best be described as the process of highlighting the products unique benefits and how they can help add value to customers lives.

Feedback for incorrect answer: Incorrect. The correct answer was A - Value selling can best be described as the process of highlighting the products unique benefits and how they can help add value to customers lives.

Question 2 (HOTS)

Value selling is an effective selling technique because it:

(*Select all that apply*)

A.) Increases customer satisfaction <-Correct

B.) Leads to higher levels of repeat business, and positive word of mouth referrals ←Correct

C.) Address Specific needs of customers ←Correct

D.) enables you to achieve successful sales outcomes and foster long-term customer relationships ←Correct

Feedback for correct answer: Correct! value selling is an effective technique that highlights the unique value and benefits of a product or service. By aligning closely with customer needs, differentiating from competitors, building trust, and driving customer satisfaction, it enables you to achieve successful sales outcomes and foster long-term customer relationships. Embrace value selling to unlock the full potential of your offering and create a positive impact on your business.

Feedback for incorrect answer: Almost! value selling is an effective technique that highlights the unique value and benefits of a product or service. By aligning closely with customer needs, differentiating from competitors, building trust, and driving customer satisfaction, it enables you to achieve successful sales outcomes and foster long-term customer relationships. Embrace value selling to unlock the full potential of your offering and create a positive impact on your business. *Therefore, all of the sections were correct*.

Module:	Intro to Sales: Understanding Your Customers' Needs and Creating Value	Slide #:		Slide Title:	Storytelling/social proof - introduction

Learning Objectives:

By the end of this module the learner will be able to:

- Recall the "storytelling" technique, when prompted with 100% accuracy

- Identify reasons "storytelling" is an effective sales technique, when prompted with 100% accuracy

Additional Notes:

A demonstration of sales associate using the storytelling technique happens on the next slide, followed by a brief knowledge check quiz. Or interactive activity.

Narration:

Storytelling aka "social proof" is a powerful psychological phenomenon that influences people's decision-making by relying on the actions and opinions of others. It is the concept of using evidence from the experiences, testimonials, and behaviors of existing customers to demonstrate the credibility, trustworthiness, and popularity of a product or service.

One of the best ways to achieve success with storytelling is to tell customers about your "best-selling products." This method is highly effective because it uses the stories of other happy customers to:

- Create a sense of trust and reassurance.

- Reduce perceived risks

- Increase the likelihood of the customer making a favorable buying decision.
    - Other forms of social proof include: (Best-selling products, product reviews, Testimonials, expert approval, influencer or celebrity approval, and peer approval)

Content:

Pro Tip- If you can't think of stories on your own. Visit the iTell website and read customer product reviews and testimonials and use those to help you close the deal.

HOME | PREV | NEXT

Interactions:

- If user clicks HOME button, they go HOME

- If user clicks the PREV button, they move back to the previous slide

- If user clicks NEXT button, they continue to the next slide

- If user clicks PLAY/PAUSE on the next slide, the demonstration plays, and pauses

Module:	Retail sales techniques	Slide #:	?NS	Slide Title:	Storytelling knowledge check

Assessment:

Multiple Choice Lower-order thinking skills

Question1

Which of the following best describes the concept of social proof in selling?

A) Creating a sense of urgency to drive impulsive buying decisions.

B) Providing evidence from existing customers to establish credibility and trust ←correct

C) Offering discounts or incentives to influence customer behavior.

D) Promoting product features and specifications to highlight uniqueness.

Feedback for correct answer: Correct! Humans look to others in their social groups to help inform their choices, which is why providing evidence from existing customers to establish credibility and trust can both add value to your customers, and help you make the sale

Feedback for incorrect answer: incorrect. The correct answer was B. Humans look to others in their social groups to help inform their choices, which is why providing evidence from existing customers to establish credibility and trust can both add value to your customers, and help you make the sale

Question 2

Using social proof, or telling the customer stories about other happy customers is an effective selling technique because it:

(select all that apply)

a.) Create a sense of trust and reassurance. ←Correct

b.) Reduces the customers percieved risk ←Correct

c.) Helps the customer feel connected to a good story

d.) Increases the likelihood of the customer making a favorable buying decision ←Correct

Feedback for correct answer: Correct! Telling the customer stories about other happy customer purchases helps to create a sense of trust and reassurance, reduces their percieved risk, and helps increase the odds of them making a favorable buying decision.

Feedback for incorrect answer: Incorrect. The correct answers were A, B, and D. Telling the customer stories about other happy customer purchases helps to create a sense of trust and reassurance, reduces their percieved risk, and helps increase the odds of them making a favorable buying decision.

Module:	Intro to Sales: Understanding Your Customers' Needs and Creating Value	Slide #:		Slide Title:	Cross/up selling

Learning Objectives:

By the end of this module the learner will be able to:

- Recall the difference between "cross/up selling" when prompted with 100% accuracy

- Identify reasons "cross/up selling" are effective sales technique's and how they bring value, when prompted with 100% accuracy

Additional Notes:

Quick demonstration of cross selling is provided using animated characters on this slide- user must press play to hear the interaction unfold.

Narration:

- **Cross-selling** is the practice of offering additional products or services that complement or enhance the customer's original purchase. It involves suggesting related items that can enhance the overall experience or address additional needs. Please see the demonstration to view an example.

- **Upselling**, on the other hand, is the strategy of encouraging customers to purchase a higher-end or more expensive version of a product or service they are considering. It involves highlighting the premium features, enhanced performance, or additional benefits that come with the higher-priced option.

Content:

Possibly use animated characters with retail background
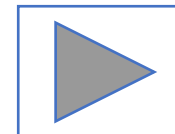

Interactions:

- If user clicks HOME button, they go HOME

- If user clicks the PREV button, they move back to the previous slide

- If user clicks NEXT button, they continue to the next slide

- If user clicks PLAY the demonstration of cross selling begins

- If user clicks PAUSE the demonstration of cross selling is paused until user resumes

HOME | PREV | NEXT

Module:	Intro to Sales: Understanding Your Customers' Needs and Creating Value	Slide #:		Slide Title:	Why Cross/up selling is so effective

Learning Objectives:

By the end of this module the learner will be able to:

- Recall the difference between "cross/up selling" when prompted with 100% accuracy

- Identify reasons "cross/up selling" are effective sales technique's and how they bring value, when prompted with 100% accuracy
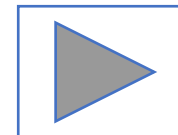
Additional Notes:

Slide also describes "favorable" conditions for upselling such as only try to do it when you are aware of the available upgrades, or helpful add-on that would provide the customer value. Do not try to up/cross sell to customers just because you are looking to increase commission or to customers that have expressed that they are uninterested in additional products or to customers who appear to be in a hurry. –Odds are your cross/upsell will not go well, and you could even irritate the customer- use your best judgement here. Nobody said sales was easy… ((*might keep this or might not*))

Narration:

When done correctly, these techniques can be highly effective as they demonstrate your expertise, attentiveness, and genuine interest in meeting the customer's needs. Some of the benefits these two techniques provide include:

- providing personalized recommendations, to ensure customer satisfaction

- showcasing the value of complementary or upgraded options
  - Saving your customer time and effort in finding complementary products or superior alternatives.
  - enhances the customer experience by offering personalized recommendations
  - Lastly, by offering add-ons and upgrades you Increase the value of the purchase, boosting revenue for the company and increase your commission

Content:

Demo/Presentation: A couple looking at a basic laptop, could be upsold a more advanced model…

Interactions:

- If user clicks HOME button, they go HOME

- If user clicks the PREV button, they move back to previous slide

- If user clicks NEXT button, they begin their knowledge checks

- If user clicks PLAY the demonstration of cross selling begins

- If user clicks PAUSE the demonstration of cross selling is paused until user resumes

Module:		Slide #:		Slide Title:	Cross Selling knowledge check

Assessment:

Multiple Choice Lower-order thinking skills

Question 1

What is the main difference between cross-selling and upselling?

A) Cross-selling focuses on selling additional products or services, while upselling involves selling a higher-priced version or upgrade of the same product or service. ←**Correct**

B) Cross-selling involves selling a higher-priced version or upgrade of the same product or service, while upselling focuses on selling additional products or services.

C) Cross-selling and upselling are interchangeable terms that refer to the same selling technique.

D) Cross-selling and upselling both involve offering discounts or promotions to encourage customers to make a purchase.

Feedback for correct answer: Correct! The main difference between cross selling and up selling is that cross-selling focuses on selling additional products or services, while upselling involves selling a higher-priced version or upgrade of the same product or service

Feedback for incorrect answer: Incorrect. The main difference between cross selling and up selling is that cross-selling focuses on selling additional products or services, while upselling involves selling a higher-priced version or upgrade of the same product or service

Question 2

Which of the following options identifies a key reason why upselling and upselling are considered effective sales techniques?

A) Cross-selling and upselling help reduce customer satisfaction by overwhelming them with additional options.

B) Cross-selling and upselling are ineffective techniques that do not contribute to increased revenue.

C) Cross-selling increases customer loyalty and satisfaction of their purchase, while upselling boosts revenue and enhances the customer experience through personalization/customization of their purchase ←Correct

D) Cross-selling and upselling are the same concept and do not offer any unique benefits.

Feedback for correct answer: Correct! Cross selling is an effective selling technique because it increases customer loyalty and satisfaction, while upselling boosts revenue and enhances the customer experience through personalization

Feedback for incorrect answer: Incorrect. The correct answer was C- cross selling is an effective technique because it increases customer loyalty and satisfaction, while upselling boosts revenue and enhances the customer experience through personalization

Module:		Slide #:		Slide Title:	Up Selling knowledge check

Assessment:

Multiple Choice Lower-order thinking skills

Question 1

Which of the following represents an ideal time to engage in cross selling or upselling?

A) When the customer is in a hurry and looking for the quickest possible transaction.

B) When you are unfamiliar with the additional products or upgrades available.

C) When the customer has expressed a specific desire to purchase only the basic, entry-level option.

D) When you identify an opportunity to enhance the customer's experience or meet their specific needs by offering additional products or upgrades. ←Correct

Feedback for correct answer: Correct! You should only up/cross sell when you identify an opportunity to enhance the customer's experience or meet their specific needs.

Feedback for incorrect answer: Incorrect. The correct response was D- cross/up selling is only effective when you identify an opportunity to enhance the customer's experience or meet their specific needs.

Visual description.

Multiple-Choice Question(s)- All M/C will look like this

- (●) Correct Answer

- (○) Answer

- (○) Answer

- (○) Answer

Submit

Narration or script.

← All M/C quiz will look similar to this.

The user will select their response, afterward onscreen feedback ill popup (via slide layover) with correct/incorrect response and why that was or was not the correct response, so the users learns either way.

**After each technique, a scenario-based multiple-choice quiz, or a brief interactive game will pop up to ensure learner engagement and understanding of course material

User interactions

- If user clicks the SUMBIT button, they submit their answer and onscreen feedback pops up with a button that says CONTINUE or TRY AGAIN to clear the quiz and try again
- A CLEAR button the user can click to clear their first selection

Miscellaneous.