



Impactful Customer Service in Retail Sales

Course Overview

This comprehensive 2-day course is designed to equip retail sales professionals with the essential skills and knowledge required to deliver exceptional customer service.

Participants will learn practical techniques to engage customers, address their needs effectively, and create positive shopping experiences that foster customer loyalty. Through interactive sessions, role-playing, and real-world scenarios, attendees will develop a deeper understanding of the customer service process, from initial contact to post-sale follow-up.

Learning Objectives

- Understand the Importance of Customer Service in Retail
- Identify and Manage Customer Expectations:
- Develop Effective Communication Skills:
- Handle Customer Complaints Professionally:
- Create Positive Customer Experiences:
- Apply Sales Techniques to Enhance Customer Service:
- Build Long-Term Customer Relationships:
- Work Collaboratively as a Team:
- Handle Difficult Situations and Customers:
- Develop a Personalized Action Plan for Continuous Improvement

Who Should Attend

This course is designed for New Hires, Executives, Managers and identified individuals in the organisation, integral to the business objectives and targets.



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Course Methodology

Immerse yourself in dynamic learning through group activities, demonstrations, hands-on projects, and practical work. Experience a comprehensive educational journey that combines problem-solving, interactive sessions, storytelling, and assessments to enrich your learning experience.

Course Outline

Time	Day 1
0900-1300	<ol style="list-style-type: none">Introduction to Customer Service in Retail<ul style="list-style-type: none">The importance of customer service in retailKey principles of customer serviceThe impact of customer service on sales and business reputationActivity:<ul style="list-style-type: none">Real-World Examples: Present case studies or short videos highlighting excellent and poor customer service.Understanding Customer Expectations<ul style="list-style-type: none">Identifying customer needs and expectationsTypes of customers and their characteristicsManaging customer expectationsActivity:<ul style="list-style-type: none">Customer Persona Creation: In groups, participants create detailed personas for different customer types, including needs, expectations, and how to meet them.Expectation Mapping: Participants map out common expectations customers have at different stages of the sales process and discuss how to address them.
1300-1400	Lunch Break
1400-1700	<ol style="list-style-type: none">Effective Communication Skills<ul style="list-style-type: none">Verbal and non-verbal communicationActive listening techniquesBuilding rapport with customersActivity:<ul style="list-style-type: none">Role-Playing:Handling Customer Complaints and Difficult Situations<ul style="list-style-type: none">Common customer complaints in retailTechniques for resolving complaintsDe-escalation strategies for difficult situationsActivity:<ul style="list-style-type: none">Complaint Resolution Scenarios: Provide various complaint scenarios for role-playing. Participants practice resolving complaints using different techniques.De-escalation Techniques Practice: Role-play difficult customer interactions, focusing on calming the customer and resolving the issue.Case Study Analysis: Analyze real-world examples of customer complaints and discuss how they were handled and what could have been improved.Reflection and Q&A

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Time	Day 2
0900-1300	<ol style="list-style-type: none">1. Recap and Introduction to Day 22. Creating a Positive Customer Experience<ul style="list-style-type: none">• Elements of a positive customer experience• Personalizing customer interactions• Going above and beyond for customers• Activity:<ul style="list-style-type: none">◦ Brainstorming Session: In groups, brainstorm ways to create a positive customer experience and present ideas to the larger group.◦ Experience Mapping: Create a customer journey map highlighting touchpoints where exceptional service can enhance the experience.◦ Case Study Review: Analyze case studies of brands known for excellent customer service and discuss what makes their approach successful.3. Sales Techniques and Product Knowledge<ul style="list-style-type: none">• " Key sales techniques for retail• " Importance of product knowledge• " How to educate customers about products effectively• Activity:<ul style="list-style-type: none">◦ Product Knowledge Quiz: A fun quiz to test participants' knowledge of their products.◦ Role-Playing Sales Scenarios: Practice sales conversations where participants must use product knowledge to meet customer needs.◦ Product Demos: In small groups, participants present a brief product demo, focusing on how to highlight key features and benefits.
1300-1400	Lunch Break
1400-1700	<ol style="list-style-type: none">4. Building Long-Term Customer Relationships<ul style="list-style-type: none">• Strategies for building customer loyalty• Follow-up techniques• Creating loyalty programs and incentives• Activity:<ul style="list-style-type: none">◦ Loyalty Program Design: In groups, participants design a loyalty program that encourages repeat business.◦ Follow-Up Role-Play: Practice scenarios where participants follow up with customers after a purchase to ensure satisfaction.◦ Relationship-Building Brainstorm: Discuss ways to build long-term relationships, such as personalized follow-ups and customer appreciation events.5. Teamwork and Collaboration in Retail<ul style="list-style-type: none">• Importance of teamwork in delivering customer service• Collaborative problem-solving techniques• Building a supportive team culture• Activity:<ul style="list-style-type: none">◦ Team-Building Game: A fun, interactive game that requires teamwork to solve a problem or complete a task.◦ Problem-Solving Exercise: Group activity where teams tackle common retail challenges and present solutions.6. Reflection, Summary and Wrap-up