

Effective Retail Selling Skills



Course Brochure

Choose the learning pathway that fits your schedule

1



In-Person Live Programme

[In-person programme](#)

2



Online Live

[3-day instructor led virtual programme](#)

3



Hybrid Delivery Option

[E-learner with a live online scenario and assessment with our course coordinator](#)

Why this course?

- ✓ Learn practical retail selling techniques that increase customer engagement and sales
- ✓ Improve product presentation and demonstration skills to influence buying decisions
- ✓ Master upselling and cross-selling strategies that boost revenue and basket size
- ✓ Create memorable customer experiences that encourage repeat business and loyalty

Who should attend?

- ✓ Retail sales associates and sales consultants
- ✓ Store supervisors and retail team leaders
- ✓ Store managers and assistant managers
- ✓ Customer service professionals working in retail environments



Ready to register or discuss a team booking?
Book a Consultation



Objectives & 3-day live programme



Objectives

- ✓ Understand retail customer psychology and shopping behaviour
- ✓ Build strong customer relationships through effective engagement
- ✓ Present products confidently using persuasive demonstration techniques
- ✓ Apply upselling and cross-selling strategies to increase sales
- ✓ Create exceptional shopping experiences that encourage customer loyalty



Course Contents

- ✓ Retail Customer Psychology & Buying Behaviour
- ✓ Customer Engagement & Relationship Building
- ✓ Product Knowledge, Presentation & Demonstration
- ✓ Upselling & Cross-Selling Techniques
- ✓ Creating Outstanding Customer Experiences & Visual Merchandising



3-day live programme modules

 Day 1	Retail Customer Psychology & Engagement	Understand customer buying behaviour, shopping motivations, and proven techniques for engaging customers and building lasting relationships.
 Day 2	Product Knowledge & Effective Selling	Learn how to confidently present products, communicate features and benefits, conduct effective demonstrations, and recommend the right solutions.
 Day 3	Sales Excellence & Customer Experience	Learn how to confidently present products, communicate features and benefits, conduct effective demonstrations, and recommend the right solutions.



3-Day Live Programme Pricing (USD, excl. VAT)

Online Live: US\$ 1,995 In-Person: US\$ 2,295

*Early Bird and Corporate Group Pricing Available on Request.



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Online Live & Hybrid Delivery Options

Flexible live delivery routes for busy professionals



Online Live Option

Length: 3-days (instructor led live)

Price: US\$ 1,995 (excl. VAT)

Attend a 3-day interactive live virtual programme from anywhere.

- ✓ Live instruction and real time interaction
- ✓ Service scenarios and practical exercises
- ✓ Group discussions and collaborative activities
- ✓ Q&A sessions and facilitator feedback.
- ✓ Digital course materials, templates and job aids



Course Materials

- Interactive Course Content
- Detailed Course Outline
- Comprehensive Learning Outcomes
- Insightful Quizzes or Assessments
- Case Studies
- Resource Lists
- Learner's Workbook
- Presentation Slides



Hybrid Delivery Option

Length: 4-5 hour online E-Learner + 30 minute live scenario and assessment)

Price: US\$ 700 (excl. VAT)

Complete the 4-5 hour comprehensive E-Learner course at your own pace.

- 1 Step 1:**
Access the E-Learner 6 module course on our LMS platform at your own pace.
- 2 Step 2:**
Apply learning through innovative and interactive practice, service scenarios, and modern learning mechanisms.
- 3 Step 3:**
Complete the E-Learner and join a 30 minute live scenario and assessment session with a course coordinator online.
- 4 Step 4:**
Demonstrate understanding of the course objectives by way of a discussion with the course coordinator.
- 5 Step 5:**
Receive a Certificate of Completion when all requirements are met.



**Ready to register or discuss a team booking?
Book a Consultation**