



## RETAIL SALES TRAINING – INCOMPANY TRAINING

### OVERVIEW

The special YATD session will cover 2.5 hours and be one where managers and sales reps from all parts of the co-op will attend.

### OBJECTIVES

To introduce the YATD programme, provide some simple service/selling skills, focus on selling particularly for the designated co-op as a package and keep the sales margin up.

### SUMMARY CONTENT

Thinking outside the box, communication on the phone and face to face, listening skills, pprial of positivity and the importance of a good attitude, customer contact, perfect partners, closing the sale, selling the co-op as a package, the circle of control.

### WHO WILL BENEFIT?

The whole business as group will benefit along with the managers who will also learn new service/selling skills

### LEARNING OUTCOMES

For the group to discover/agree ways they can sell all parts of the business to their customers and to keep the margin up. To be aware of how to interact with their customers in a more relaxed and natural way and to make the most of all selling opportunities through the unique YATD techniques