

# WEBINAR: Training for Store Frontliners



## Overview

Many are talking about the “new normal” as it relates to the changes in daily life the pandemic has ushered in. For store front liners, this means heightened employee and customer’s safety concerns, flexibility with policies and companies continued emphasis in technology to reach out more customers. Store Frontline employees are the people behind the counter, on the phone or those interacting with customers. They possess a large measure of control over the customer experience, and enhancing their respective expertise possesses a huge impact on the company’s success.

These are the employees working in stores such as fast food chains, department stores, bookstores, specialty clothing store, groceries, and cell phones or electronics stores.

## Objectives

- To identify their functions and responsibilities.
- To improve their selling skills and presenting themselves to customers.

## Who Should Participate

- Store Personnel/Specialist
- Retail Store Sales Associates
- Cashiers

## Key Topics

### I. Store Front Liners Fundamentals

- Functions
- Responsibilities

### II. The Ability to Sell

- Excellent Customer Care
- Effective Communication
- Product and Service Knowledge
- Visual Merchandising

### III. Store Operating Guidelines

- Safety and Security

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## Duration

- 3 hours

## Webinar Fee

- Php 1,750.00 per participant (inclusive of e-Handouts and e-Certificate) to be paid at least 3 banking days before the event

## Requirements

- Mobile phone, tablet, computer or laptop
- Download free ZOOM app
- Internet connection
- Good audio connection

## Reservation

- Please call to register (0915.205.0133|0908.342.3162 | 0933.584.7266| (02) 8.727.5628) or use the registration form below. Kindly fill-out and email to businesscoachphil@gmail.com. You will receive a confirmation within 48 hours.

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