

WEBINAR: Training for Sales Associates



Overview

There are several jobs related to sales. Among them are the jobs of a Sales Associate.

A Sales Associate is usually responsible for interacting with customers either in person or on the phone, and has a large influence on the customer experience. Other responsibilities also include maintaining the floor appearance, directing customers to the products they need, and operating cash registers. Therefore, improving their skills would have a significant impact on the company's success.

Sales Associates are employees usually working in fast-food chains, department stores, bookstores, specialty clothing store, groceries, and cell phones or electronics stores.

Objectives

- to discuss the sales associate duties and responsibilities
- to identify set of skills such as selling, customer service, product/service knowledge skills, and many more
- to discuss how sales associates present themselves to customers

Who Should Participate

- Sales Associates
- Retail Sales Associates
- Store Personnel / Front liners
- Any individual interested learning about the job of a sales associate

Key Topics

- I. Sales Associate Fundamentals: Duties and Responsibilities
- II. Set of Hard and Soft Skills
- III. The Ability to Sell
 - a. Types of Customers
 - b. Excellent Customer Service
 - c. Effective Communication
 - d. Product and Service Knowledge
 - e. Visual Merchandising Skills
- IV. Store Operating Guidelines
 - a. Safety and Security
 - b. Inventory Management
- V. Activities

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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

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