

Rightrack ... a little bit of magic

Selling High Value in Retail
a bespoke programme



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Introduction

This bespoke programme is a highly specialised programme focusing on developing the skills necessary to sell in a high end luxury retail environment.

Approach

A bespoke training programme is researched, designed and delivered specifically for your needs.

We have a highly developed, sophisticated yet flexible approach for creating bespoke training solutions, which typically includes:

- **Step 1: Research & Familiarisation**
Our training specialists work with you to research the key areas that will impact the programme design and agree project objectives
- **Step 2: Confirmation of Project Activity**
Key areas of the project are confirmed in writing including all project steps, milestones, programme structure, supporting activity, timings and evaluation measures
- **Step 3: Preparation of Learning Content**
Our project team prepare the programme in-line with the above steps. The content is highly specific to your organisation and the initiatives that are key to the success of your business
- **Step 4: Implementation of Training Programme**
The programme is implemented in-line with the agreed rollout plan
- **Step 5: Project Evaluation**
The project is evaluated throughout its implementation against key measures decided upon during Step 1



Case Study

Below is an example of a programme we have designed for a client:

The Brand and the Target Market

- Brand USP's and the target market
- Identifying customer buying types based on personal behavioural types

Buyer Psychology

- Why people buy; exploring customer needs, wants & desires
- Recognising overt and hidden buying signals

Behavioural and Communication Skills in Sales

- Asking the right questions
- Using NLP principles to communicate effectively
- Using and reading body language
- Creating desire with customers - the Stella principles

Practical Application of Learning

- Identifying typical sales scenarios
- Planning for each type of sales activity
- Role-play and review

Closing the Sale

- Selecting the appropriate closing technique
- Closing with confidence
- Reinforcing the customer's decision

Objections & Obstacles

- Being prepared to deal with every anticipated objection
- Using assertive techniques to respond to objectives
- Practical sessions and review



Programme Options

This is an in-company programme with the following options:

Available Packages:	Bespoke - We research, design and deliver the programme specifically for your needs
Duration:	Bespoke
Materials:	Folder, workbook, handouts, pen and certificate of attendance
Support:	Research - Pre-programme research visit or telephone discussion Administration - Printing and packaging of delegate materials and liaison with your chosen venue for programme arrangements. Additional administration options available Evaluation - Post-programme evaluation and a consultant's report providing feedback on the programme Righttrack Membership - Lifetime on-line post-programme support via our dedicated delegate website and access to the training consultant who will answer any questions relating to the programme
Dates & Location:	To suit you
Delegates:	Bespoke
Style:	Righttrack programmes are energetic, exciting and highly participative, which create an impact and motivate participants to learn and embrace change
Learning Methods:	We utilise a blend of learning methods: practice sessions, group workshops, scenario-driven learning, assignments, self managed learning, shared group learning, accelerated learning and structured group learning

