

Program: Essential Retail Skills

COURSE OVERVIEW

The **Essential Retail Skills** program comprises of 3 competency units that help participants to develop skills, knowledge and attitudes that enable them to deliver enhanced service to customers. It specifies the skills and knowledge required to determine customers' requirements and sell products and services to meet customers' needs and expectations. It will also help participants to develop and maintain professional image that aligns to and support store image and customer service standards.

This competency unit consists of the following elements:

- a) Maintaining personal grooming
- b) Maintain of personal hygiene
- c) Ability to deal with customers in confident manner and apply right etiquette
- d) Deliver service to customers
- e) Respond to customer issues/ complaints
- f) Establish customers requirements
- g) Recommend products and services
- h) Address customers objections
- i) Maximise additional sales opportunities
- j) Close Sales
- k) Handle exchanges, returns and refunds

The main target audience of this module is the frontline service and sales staff from the retail outlets of the service industry sectors.

Training will be delivered in classroom as well as on the job coaching at participant's outlets. Upon successful completion of this program, participants will be awarded 3 Statement of Attainment (SOAs) for the following:

- 1. Maintain Professional Image
- 2. Interact with Customers
- 3. Sell Products & Services

Total Training Hours (inclusive of assessment): 40 hours