



SRN 397

Selling and Merchandising Skills

Course Introduction:

Delivered in a highly interactive format, the 5-day programme is designed to give delegates the opportunity to relate the topics covered to their own working environment. With a focus on real life interactions and situations, the course is thus designed to link smoothly to delegates' workplace environments and types of customers. The first part of the session explores telephone techniques and how to deal with customer enquiries effectively. The second part instead focuses on sales and negotiation techniques, addressing the subtle art of creating win-win situations for both parties. In addition, participants will practise a range of critical skills in handling difficult situations and managing conflicts in a professional manner.

The course combines lectures with practical exercises, group discussions and role play to produce an engaging learning experience. At the end of the session, delegates will also be encouraged to create an action plan detailing how they will apply and build on their new skills upon their return to the workplace.

Course Objectives:

Upon successful completion of this course, the student will have reliably demonstrated the ability to:

- Describe the principles and practices associated with merchandising and selling within an interior decorating retail environment
- Evaluate theories of consumer psychology as they relate to merchandising
- Assess the process of developing client relations and techniques of client management relevant to the interior decorating profession
- Prepare a design concept and apply merchandising methods and techniques such as window display, showroom layout, and floor display to create merchandising solutions for a specific retail project

Who Should Attend?

This programme is aimed at both new and experienced salespeople and anyone else who wishes to learn more about techniques for relationship building and persuasion.

Course Outline:

Session I – Basic Market Research

- Carry out basic market research
- Questions in market research exercises
- Research the answers
- Online sources of information
- Advanced and accurate information sources
- Identifying customer segments
- Creating and updating client information databases

Session II – Advertising

- Planning an advertising and marketing campaign
- Where to advertise
- Designing the advert
- Create the 'ultimate' shopping experience
- Evaluating the campaign's success

Session III – Public Relations (PR) and Image

- How is the corporate image developed?
- The right image for the right market
- What does the corporate image consist of?
- Behavioral aspects of selling
- Maintain an upbeat and positive corporate image

Session IV – Merchandising and Promotions

- The five (5) Ps of merchandising
- Setting up the merchandise displays
- Merchandising for boosting sales
- Considerations for promotional events
- Evaluating promotional successes

Session V – Visual merchandising and display

- The retail outlet personality and the customers' culture
- Choose a theme and make a plan
- Give the impression that the retail outlet is full of stock
- Suggestions for displaying stock
- Notices for customer information
- Cost-effective options for a welcoming shop environment

Course Methodology:

A variety of methodologies will be used during the course that includes:

- (30%) Based on Case Studies
- (30%) Techniques
- (30%) Role Play
- (10%) Concepts
- Pre-test and Post-test
- Variety of Learning Methods
- Lectures
- Case Studies and Self Questionnaires
- Group Work

Course Fees:

To be advice as per course location. This rate includes participant's manual, Hands-Outs, buffet lunch, coffee/tea on arrival, morning & afternoon of each day.

Course Certificate:

International Center for Training & Development (ICTD) will award an internationally recognized certificate(s) for each delegate on completion of training.

Course Timings:

Daily Course Timings:

08:00 - 08:20	Morning Coffee / Tea
08:20 - 10:00	First Session
10:00 - 10:20	Coffee / Tea / Snacks
10:20 - 12:20	Second Session
12:20 - 13:30	Lunch Break & Prayer Break
13:30 - 15:00	Last Session