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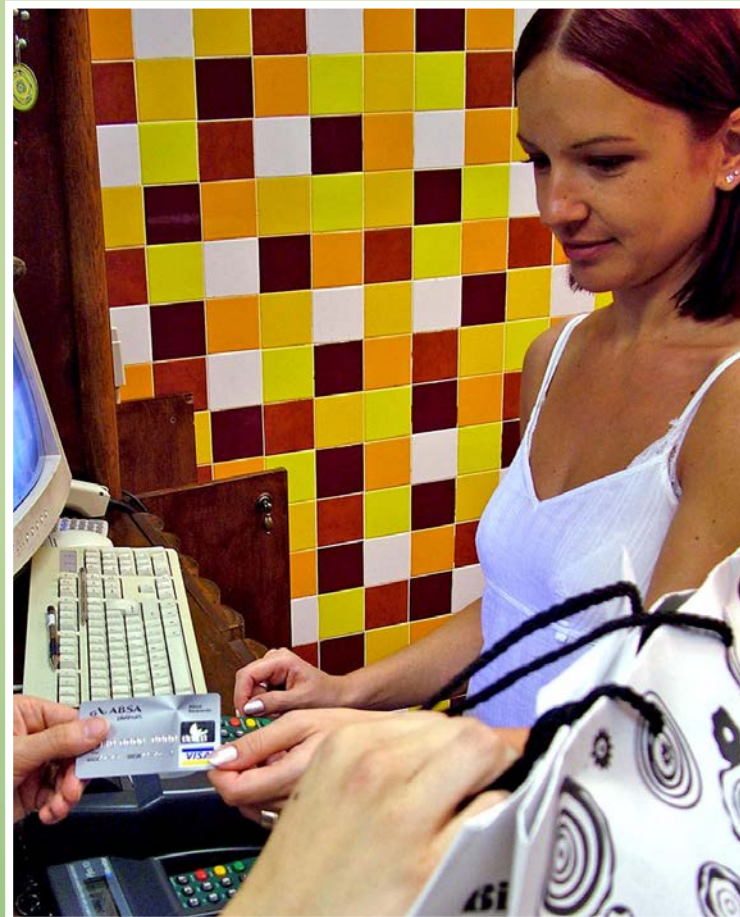
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Business Management & Training Series

How To BOOST RETAIL SALES

By Anne Roy



**GULL
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PTY LTD**

Thank you for downloading the sample chapters of *How To Boost Retail Sales* published by Gull Publishing. This excerpt includes the Table of Contents, and the first chapter, which overviews the book.

We hope you find this information useful in evaluating this book

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INTRODUCTION



Introduction

CHAPTER ONE



Let me say from the outset that unless you genuinely enjoy people, retail selling is not for you. Having spent decades in retail, both small shops and large department stores, as well as my own business; I have observed a whole spectrum of sales people and those who care about people are the most successful.

Retail selling is about detail; and listening to customers is the starting point. Sometimes it involves observing customers too; but customers are the focus. A strong desire to be helpful matched with a clear understanding of what the customer wants or needs to achieve is far more likely to result in a sale, even if sometimes the sale is not today.

However, without the appropriate skills, even the strongest desire to be helpful is unlikely to be successful. In this book I will detail the stages of a sale; opening a sale, conducting the sale, closing the sale. There are other necessary skills too; such as knowing your stock and products, how to display your wares and dealing with complaints.

This book is about retail selling at the floor level. It is not how to market your store, that is a different topic. Marketing is about Product, Positioning, Promotion (advertising) and Pricing, whereas, this book is about making the actual sale face to face. You should also read our companion eBook “How To Achieve Customer Service Excellence”, which gives a business-wide perspective on how to treat customers as opposed to this eBook which focuses on the individual sales person.

The chapters are each set out in a straightforward manner that can easily be used as the framework for training staff. Too many stores assume that you can just put staff on the sales floor with little more training than knowing how to operate the cash register. I experienced a classic example not so long ago in a large department store:

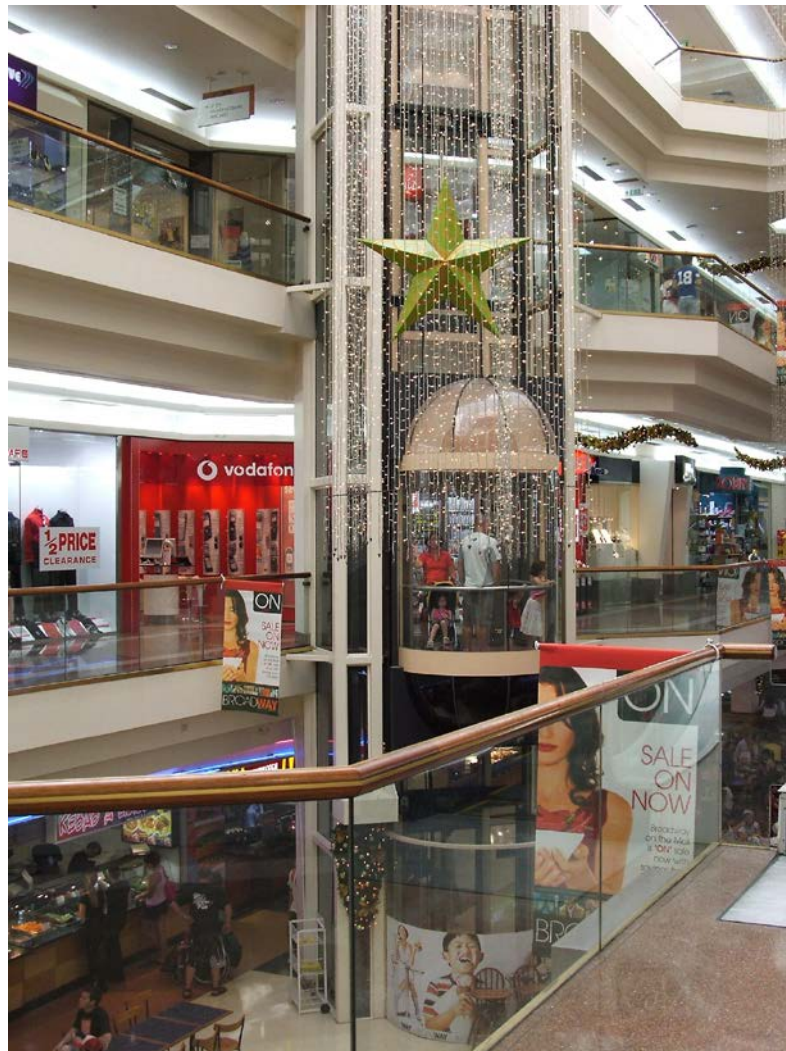
I went to the information desk and asked where the sewing products were, the young girl said without shame or care “I don’t know”. I paused, expecting more but that was it, I looked up at the “Information” sign right above her head and walked out of the store an easy sale lost.

To me this is a staff member without motivation or training. A management issue that is sadly not that uncommon, Staff training is critical to achieve success in any organisation but never more so than in retail.

INTRODUCTION

In my years in retail in department stores, I was always in the top three or four sales people in the state every month. I credit that to enjoying working with customers which is why I also believe that, although I worked long hours, I never became tired of the job.

Without customers there would be no sales, no profits, and no business.





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