



Retail Training.com

RetailTraining.com provides retailers with off-the-shelf and custom designed training solutions in mobile, online and in-store formats. Our unique Retail Education Model™ is the first of its kind to align to the Five P Retail Model and supports the need for strategic planning in order to maximizing profits. Our courses include a retail perspective from a variety of sectors and are available for store employees, operations managers and independent owners alike. Each course includes interactions, knowledge checks, an end-of-course quiz, and a “What’s next?” discussion to encourage skill practice. Downloadable links to in-store activities are also available in many of the courses.



Suggestive Selling E-Learning Course

Target Audience

Store associates who want to learn when and how to use suggestive selling techniques to provide great customer service and increase store sales.

Objectives of the Program

- Define suggestive selling
- Describe when suggestive selling occurs
- Identify and define suggestive selling techniques



Course Overview

Suggestive Selling is a self-paced web-based program. All the student needs to run the program is access to a PC and web browser. The program provides 20 minutes of training and is valid for 1 year. Within the purchased period, students can revisit the material as often as they wish.

The program includes a variety of interest generating features and quizzes. Companies who buy a group of licences will be given access to reporting facilities in the Learning Management System. This enables management to track which students have started and completed the training and their test scores.

Study Time

20 minutes



Program Contents

- **Cross selling complementary products**
- **Bundling**
- **Upgrading**
- **Substituting**

Other Courses Available from Retail Training.com

- Appearance and Attitude
- Becoming a FAB-ulous Sales Associate
- Big Ticket Sales
- Cashier Service Basics
- Consultative Selling
- Demonstrative Selling
- Greeting Customers
- Impulse Merchandising
- Merchandising Basics
- Project Selling
- The Retail Sales Transaction
- Selling on the Phone
- Structured On-The-Job Training
- We're All Different
- Welcome to Retail

