



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.



Greeting Customers E-Learning Course

Target Audience

Store associates who need to know how to greet customers in order to create a positive shopping experience and increase sales opportunities.

Objectives of the Program

- Meet and greet customers
- Use a standard greeting
- Establish rapport with your customers
- Set the stage to sell



Course Overview

Greeting Customers 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

- **Preparing to greet customers**
 - Be recognizable
 - Be approachable
 - Be welcoming
- **Using standard greetings**
 - Advantages of a standard greeting
 - Too much of a good thing!
 - Ignoring customers is bad for business
 - Greeting customers is good for business
- **Where to greet customers**
 - Greet customer anywhere in the store
 - Store entrance greeting
 - Product aisle or display
 - Service counter or checkout
- **Building rapport**
 - Acknowledge your customer
 - Smile and make eye contact
 - Introduce yourself and offer to help
 - Set the stage to sell

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
- Impulse Merchandising
- Merchandising Basics
- Project Selling
- Retail Sales Transaction
- Selling on the Phone
- Structured On-The-Job Training
- Suggestive Selling
- We're All Different
- Welcome to Retail

