



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.



Introduction to Professional Selling Training E-Learning Course

Target Audience

Experienced retail sales associates who wish to move into the area of Business-to-Business and Professional Selling.

Objectives of the Program

- Identifying the critical skills for professional selling
- Progression of a sales from lead generation through closing
- Understanding the impact of stakeholder and influencers on the sales transaction



Course Overview

Introduction to Professional 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

- **Critical skills needed for professional sales**
 - Interpersonal skills
 - Knowledge skills
 - Sales skills
 - Professional selling skills
- **Generic selling process**
- **Sales process**
- **Growing the portfolio of business**
- **Call planning and advancing the sale**
- **Alignment**
- **Closing**
- **Professional sales process**
- **Taylor Hardware**
- **Who are you selling to?**
- **Finale**

Other Courses Available from Retail Training.com

- Appearance and Attitude
- Basic Retail Selling and Service
- Becoming a FAB-ulous Sales Associate
- Big Ticket Sales
- Cashier Service Basics
- Coaching for Retention
- Consultative Selling
- Demonstrative Selling
- Greeting customers
- Impulse Merchandising
- Introduction to Retail Finance
- Merchandising Basics
- Outside Sales
- Profit and Loss – The Bottom Line
- Project Selling
- Retail Sales Transaction
- Selling on the Phone
- Suggestive Selling
- We're All Different
- Welcome to Retail

