



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.



Big Ticket Sales Associate E-Learning Course

Target Audience

Sales associates who sell big ticket items that need to learn about the skills needed to manage the longer sales cycles sometimes required for big ticket items. Additionally sales associates will learn the importance of establishing and maintaining long-term customer relationships.

Objectives of the Program

- Recognize the sales cycle and buyer behaviour
- Qualify prospective customers
- Create and maintain a system for customer relationship
- Evaluate the effectiveness of various contact and marketing strategies



Course Overview

Big ticket sales 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

- **What are big ticket items?**
 - Big ticket purchase decisions
- **The sale cycle and customer behavior**
 - The sales cycle
 - What about the extended sales cycle?
 - Sales person and customer interaction
 - Emotional involvement with big ticket items
 - How should you introduce the product?
 - Get the customer involved
 - What is the best way to demonstrate?
 - What to ask your customer
 - Emotional vs logical benefits
 - Pay attention to customer reactions
 - Selling big ticket items is different
- **Pros and cons of qualifying the buyer**
 - Qualifying questions to ask
 - Which one is the decision maker
 - Can the customer afford the big ticket item?
 - Find the price range
 - Where to start in pricing
 - Qualifying the buyer
- **Contact management system**
 - Stay in touch with your customer
 - Follow-up is important
- **Relationship management**
 - Buying big ticket is emotional
 - How do you close the sale?

Other Courses Available from Retail Training.com

- Appearance and Attitude
- Big Ticket Sales
- Cashier Service Basics
- Consultative Selling
- Demonstrative Selling
- Greeting customers
- 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

