

A-2 Sales training Level 2

**To be an A2 level Agent, one should have good knowledge about the products, the shop,**

**the customers, etc. Knowledge and skills that a an A2 should possess include**

**the following:**

Good communication skills.

In depth knowledge of store offerings.

Knowledge of product features such as brand options, features and benefits of the products,

Use / application, care and handling, storage requirements, product/ safety features, price and warranty, etc.

Knowledge of current sales promotions of and ability to communicate the same to the customers.

Ability to describe merchandise and explain use, operation, and care of merchandise to customers.

Ability to promote and sell i.e., selling skills.

Knowledge about the merchandise and inventory to help customers find the desired merchandise which is not on display.

Ability to watch out for security risks and thefts, and know how to prevent or handle these situations.

Ability to understand product information, store policies and procedures.

Ability to guide the customers to the relevant sections of the store.

Knowledge of policies regarding exchanges.

Follow standard operating procedures and complete all tasks as assigned by the Floor Manager

Maintain cleanliness of the store and advice on the replenishment of merchandise as it is sold.

Educate self on new product features and benefits if not part of sales training.

Acknowledge all customers and be attentive.

Interact with customers by assisting them in locating and demonstrating products.

Update customers about features and benefits where applicable, and by offering suggestions and alternatives.

Strategize with Floor Manager to meet sales targets.

**Etiquette at Workplace**

Being polite sets the tone for work relationships, how you interact with people. Good Manners Means Good Business. It takes 15 seconds to make a good first impression, and the rest of your life to undo it, if it was a negative one. So always be prepared to look and sound your best.

Etiquette is very important for different communication and working styles.

How do you deal with difficult people making impossible demands?

Focusing on listening to their entire request and then determining what they really need---not what they say they want. A good hearing can resolve a lot of difficulties. Active listening is the best etiquette.

Your uniform talks a lot about your organization.

First impressions are made within the first 5 minutes of meeting someone neat clean and well ironed uniform is acceptable and appreciated by one and all at all times.

The Business Introduction: In business introductions, rank and position take precedence over age and gender. Whenever you find yourself in a group or in situations where you must introduce a colleague to a senior person or your client to your boss, always say the name of the most important person first to show respect.

**By now you need to have already started planning your days and setting goals:**

**Setting the right retail sales goals**

Want to meet (or beat) your sales goals? Start by setting the right targets. Generally, you’ll want to consider the following factors when setting goals:

Come up with sales targets that are challenging but achievable.

Goal-setting can be tricky. On one hand, you need to set sales targets that are achievable but challenging at the same time. In other words, you don’t want to come up with goals that are too easy or too difficult to hit.

Consider applying the 70% rule to your sales goals.

Goals should be achieved at least 70% of the time. If not, they’re too high and you risk de-motivating yourself. By the same token, if goals are achieved 90% or more of the time they’re too low and you aren’t pushing yourself enough.

Set goals for shorter timeframes — think weekly or even daily but ensure your planning is in line with meeting your monthly and or yearly goal or targets.

**Talk up your goals throughout the day**

Talk up those sales targets. This isn’t just about mentioning or thinking about it at the start of the day and then only again when you’re about to close or leave for the day. You need to talk about sales goals and performance throughout the day to keep those targets top of mind. Spend a few minutes at the start of each shift talking about your goals with your team mates and find out how they’re doing. This will keep you accountable and motivated to achieve your targets.

**Make those sales targets visible**

Display your sales goals and achievements in the back room. Put up a board dedicated to sales and make sure it’s updated.

Check Fusion and follow up on outstanding orders. Once the targets have been set, you will be able to monitor your progress daily. There will be a section which will show a progress bar of the user’s sales target. There is also a graph which shows the user the history of sales made across the period they have specified.

Putting those sales goals out there is a good step, but to really drive results, you need to keep yourself motivated.

Link to Assessment

<https://docs.google.com/forms/d/e/1FAIpQLSchecgzc2NCsT4naSDn2dxr448I4-l6w6tlEbc85j74YKymJA/viewform?usp=sf_link>