



COURSE OUTLINE

RETAIL SALES EXCELLENCE



A Training Program By

Borneo's Award Winning Training Provider

GEM CONSULTANCY SDN BHD (629903-A)

INTRODUCTION

Retail Sales Excellence is a practical training programme that equips retail professionals with the skills to deliver outstanding customer service, increase sales, and build lasting customer relationships.

Participants will learn effective selling techniques, customer engagement strategies, and service excellence practices to create positive shopping experiences that drive customer satisfaction, loyalty, and business growth.

LEARNING OUTCOME

By the end of this programme, participants will be able to:

- Develop a customer-first sales mindset.
- Build rapport and trust within the first minute.
- Identify explicit and hidden customer needs.
- Recommend products confidently using consultative selling.
- Increase average basket size through ethical upselling and cross-selling.
- Handle objections professionally without losing customer confidence.
- Close sales confidently while creating repeat business.
- Build long-term customer loyalty and referrals.
- Coach team members to improve daily sales performance (for supervisors/managers).

DURATION

The course is designed for one (2) days.

METHODOLOGY

The programme adopts a highly interactive and practical learning approach to ensure participants can apply the skills immediately in the workplace. Training methodologies include:

- Interactive presentations and facilitated discussions
- Individual and group activities
- Retail case studies and scenario-based learning
- Role plays and sales simulations
- Product demonstration and selling practice
- Experience sharing and peer learning
- Action planning for workplace application

RETAIL KPI AWARENESS

Many programmes teach selling but never explain business numbers.

Introduce:

- Sales Conversion %
- Average Basket Size
- Average Transaction Value (ATV)
- Units Per Transaction (UPT)
- Gross Margin
- Repeat Customer Rate
- Member Conversion
- Sales Per Employee

This gives supervisors commercial awareness.

PRACTICAL ACTIVITIES

Include at least eight role plays:

- First Impression Challenge
- Customer Personality Identification
- Discover Hidden Needs
- Upselling Competition
- Objection Handling Battle
- Negotiation Simulation
- Difficult Customer Role-play
- Complete Sales Conversation Assessment

PROGRAMME CONTENTS / SCHEDULE

DAY 1:

9:00AM – 10:30AM

Introduction and Opening Session

Module 1: The Retail Mindset for High Performance

- Why customers buy from people they trust
- Creating memorable customer experiences
- Attitude vs Aptitude
- Taking ownership
- Becoming a Sales Advisor instead of an Order Taker

Activity

"What makes you return to a retail store?"

10:30AM – 10:45AM (MORNING TEABREAK)

10:45AM – 12:30PM

Module 2: Understanding Today's Retail Customer

Explore modern customer psychology in:

- Different customer personalities
- Buying motives
- Emotional vs logical buying
- Reading verbal and non-verbal buying signals
- Customer journey

To incorporate Leonard Personality Inventory (LPI) concepts. Supervisors who understand personality styles communicate more effectively with customers and coach their teams better.

12:30PM – 1:45PM (LUNCH BREAK)

1:45PM – 3:30PM

Module 3: Consultative Selling Process

Not merely "Understanding Customer Needs" but a complete selling conversation.

Example:

Greeting



Build Rapport



Discover Needs



Recommend

↓
Confirm
↓
Close
↓
Thank Customer
↓
Invite Repeat Visit Framework
SPIN questioning (simplified)
or
OPEN Questions
rather than only "asking effective questions."

3:30PM – 3:45PM (AFTERNOON TEABREAK)

3:45PM – 5:00PM

Module 4: Influencing Buying Decisions

Expand current Upselling section.

Include

- Features vs Benefits vs Value
- Storytelling
- Demonstration skills
- Product comparison
- Creating urgency ethically
- Increasing basket size
- Suggestive selling
- Bundle selling
- Seasonal selling

Game

Increase one customer's basket from RM80 to RM180.

5:00PM (SESSION END FOR DAY 1)

PROGRAMME CONTENTS / SCHEDULE

DAY 2:

9:00AM – 10:30AM

Introduction and Opening Session

Module 5: Handling Difficult Customers & Objections

Merging objections with customer service

- Listen before defending
- Emotional control
- LEARN Model
 - Listen
 - Empathise
 - Acknowledge
 - Respond
 - Next Step

Retail scenarios

- Customer angry
- Wrong pricing
- Out of stock
- Expired product
- Refund
- Long queues

10:30AM – 10:45AM (MORNING TEABREAK)

10:45AM – 12:30PM

Module 6: Negotiation Skills for Retail

Preparation before negotiation

- Understanding customer's needs & expectation
- Setting acceptable limits
- Managing price & requests
- Protecting profit margin
- Offering alternatives values
- Trading concessions & freebies

Win-Win negotiation

- Value creation
- Negotiation styles
- Negotiation mistakes
- When NOT to negotiate
- Authority limits
- Discount policy

Module 7: Closing the Sale

- Buying signals
- Assumptive Close
- Alternative Close
- Summary Close
- Urgency Close
- Trial Close
- After-sales service
- Thanking customer
- Asking for referrals
- Membership enrolment

12:30PM – 1:45PM (LUNCH BREAK)

1:45PM – 3:30PM

Module 8: Building Customer Loyalty

Today's retail is no longer about one sale.

- Customer retention
- Repeat business
- Loyalty programme
- Membership
- Handling complaints
- WOW service moments
- Creating customer advocates

3:30PM – 3:45PM (AFTERNOON TEABREAK)

3:45PM – 5:00PM

Module 9: Sales Leadership for Outlet Supervisors

Since participants are Supervisors and Managers...leadership is a must, beyond teaching sales techniques and instead develop high-performing retail leaders who create exceptional customer experiences while consistently improving sales performance.

- Daily sales briefing
- Coaching staff
- Motivating teams
- Sales KPI
- Average basket size
- Conversion rate
- UPT (Units Per Transaction)
- Mystery shopper
- Sales dashboard

This makes the programme suitable for supervisors rather than frontline cashiers.

**Q&A Session,
Evaluation & Photo Session**

5:00PM (SESSION END FOR DAY 2)

TRAINER PROFILE



Carey Chai

*Business Consultant | HRD Corp Accredited Trainer |
Certified LPI Consultant*

Carey Chai is an experienced business consultant and corporate trainer with over 32 years of corporate experience across shipping and total logistics solutions, higher education, wholesale distribution, and people development.

She spent more than 20 years in the shipping and logistics industry, culminating in her role as Branch Manager, where she led multiple branches across Sarawak, driving business growth, operational excellence, customer satisfaction, and team performance.

Passionate about developing people, Carey has extensive experience in talent management, succession planning, leadership coaching, and building high-performing teams.

She believes sustainable organisational success begins with developing capable leaders and empowered employees.

Currently, Carey serves as Business Consultant and Corporate Trainer at Power Edu International Sdn. Bhd. She is an HRD Corp Accredited Trainer and a Certified Leonard Personality Inventory (LPI) Consultant, specialising in leadership development, communication, emotional intelligence, sales excellence, customer service, and workplace transformation.

Combining practical leadership experience with engaging facilitation, Carey delivers impactful learning experiences that inspire individuals and organisations to achieve lasting growth and performance.