



# Every Day Retail Sales Opportunities are Lost ....

**At SMA, we audit 6,000 + Sites every year across Grocery Retail, Leisure/Food Services, and Specialist Retail Sectors.**

Without exception, our Retail Audits identify Frontline **Staff Engagement, Customer Service and Up-sell, Cross-Sell** as the key areas for improvement & investment for Irish Retailers in 2015

Staff who are not Cross-Selling or Up-Selling at every opportunity are a **Cost to your Members Business - Opportunities Cost**

**Frontline Staff Must Connect With Customers Before They Can Sell...**

- ◆ Are they connecting with customers?
- ◆ Do they understand the selling & buying process?
- ◆ Do they build customer loyalty & repeat custom?

From Conversational selling training to targeted Up-sell Cross-sell programmes, we coach Frontline Retail Staff with proven customer engagement & sales techniques giving them confidence & motivation to talk to a customer, understand their needs & deliver that **Extra Sale**

## THE CHALLENGE

- ◆ Releasing staff for training when you need them on the shop floor selling
- ◆ Investing in staff with continuous frontline turnover
- ◆ Skills & behaviours staff need today are different to when they started
- ◆ Ensuring staff training works & returns your investment

## THE SOLUTION

- ◆ Retail AdVantage is Flexible Fast & Cost Effective
- ◆ Designed by Retailers for Retailers to improve Sales, Staff Engagement & Customer Loyalty
- ◆ Combines Training with Coaching DELIVERS IMMEDIATE RESULTS
- ◆ On-Site - Minimum Disruption Tailored to Your Business
- ◆ Up-skills Existing Staff & Induction for New Staff using Buddy System
- ◆ Pre & Post Mystery Shopper Audit Measures Results

## MODULES ARE TAILORED MODULES TO YOUR BUSINESS NEEDS

- ◆ **Putting Selling back into Retail**
  - Customer Profiling, Solution Selling, Adding Value, Up-selling Cross-selling, Sales Buyer Process
- ◆ **Maximising Sales Opportunities**
  - In-Store Promotions, Impulse Purchase, Product Hotspots
- ◆ **Delivering Gold Standard Customer Service**
  - Customer Engagement, Adding Value each Touchpoints, Going the Extra Mile
- ◆ **Creating Customer Loyalty**
  - Customer Retention LTV, Loyalty Programmes, New Customer Referrals
- ◆ **New Staff Induction**
  - Customer is King
  - Creating a Great Impression
  - How Do I look
  - Creating Moments of Delight
  - Working as a Team
  - Complaints Handling to Opportunity
  - Up-Sell Cross Sell & Visual Merchandising
  - Merchandising Display Planograms & POS
  - Maintaining Store Standards

# BENEFITS TO YOUR BUSINESS

## 1. CUSTOMER

- ◆ Greater Customer Insight - Improved Customer Experience
- ◆ Better Customer Service
- ◆ Retain/Gain loyalty
- ◆ New Customers through Positive Word of Mouth

## 2. OPERATIONS

- ◆ Out-source People Performance Management
- ◆ Audits inform Performance Gaps & Measure Results
- ◆ Coaching works in tandem with existing in-house Training

## 3. STAFF

- ◆ Programme for new stores
- ◆ Up-skill staff and management
- ◆ Staff Motivation & Performance Measure
- ◆ Succession Planning

## 4. FINANCE

- ◆ Increase Revenue 10% +++++
- ◆ Up-Sell Cross Sell is Cost Neutral
- ◆ HOWEVER FRONTLINE COACHING ONLY WORKS IF SUPPORTED BY WINDER STEP-CHANGE PROCESS

