

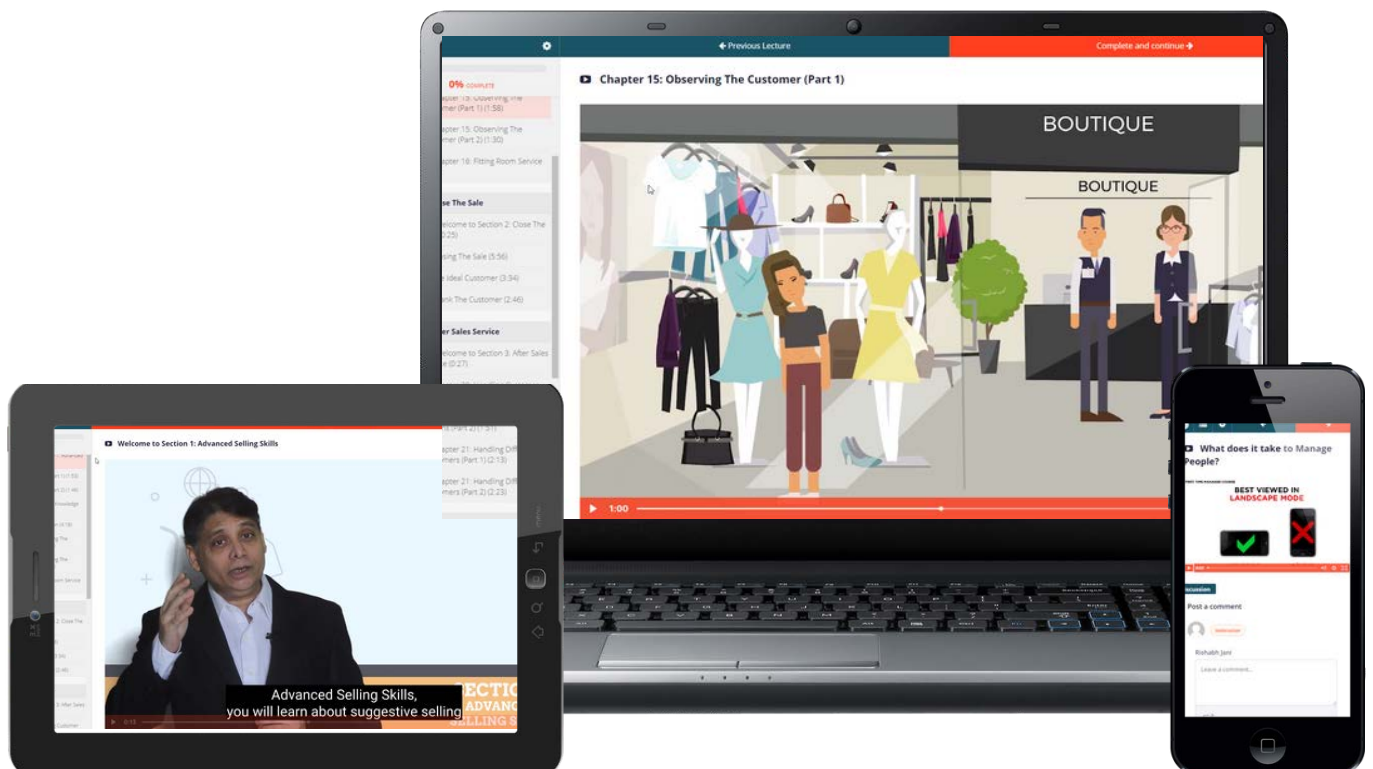
The Complete Guide for Online Retail Sales Training

**Transform Your
Staff into Customer-
Focused Sales-
Generating Super
Stars**

Engage. Connect. Inspire

The *Netflix* of Retail
Sales Training

Meet all the needs of the
Modern Retailers



Virtual Training caters to all **Four E's** of Best Learning
Effective | Efficient | Engaging | Effortless

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HOW DOES ONLINE RETAIL SALES TRAINING WORK AND WHAT ARE ITS BENEFITS?

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Section ONE

How Will Online Retail Sales Training Help With Your Challenges?

3 Sales Associates Experience Challenges as a result of failure of application, they are also different and personal

01

A Sales Associate fails to find out Customers Needs

02

A New Sales Associate does not know how to answer objections

03

A New Sales Associate struggles to prioritize his assigned tasks

While all three sales associates experience challenges as a result of the failure of application, they are also different and personal

Training Challenges

Let's take a look at the necessary skills required for a successful salesperson

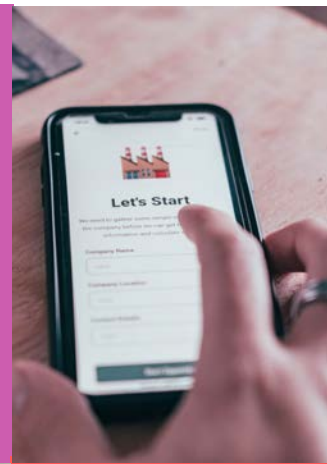
While there could be many variations or additional elements, some key skills would include:

1. Planning
2. Approach and Reapproach
3. Understanding Customers Need
4. Creating solutions
5. Objection Handling
6. Negotiating
7. Closing
8. Relationship Management

Some Training Challenges which are common to Retailers



Store Managers are not trained



Store Managers have a business to run and are too busy to focus on Training



You have to Onboard and Train new staff



Whether you have 1 or 100+ stores; you need consistency in Training



Teams consist of various levels of experiences; so how do you leverage on Team Strength?



Due to COVID-19, Face-to-Face Training has become difficult

Section TWO

What Will Online Retail Sales Training Do For You?

In order to fit into the modern sales professional's life, sales training needs to have an entirely new genetic makeup.

Covid 19 requires a more flexible access to learning while they are on the job. That means looking to develop, acquire, and deliver learning that has these characteristics

The New DNA of LEARNING

Microlearning – small bite-sized learning



Learning through videos



Story Telling



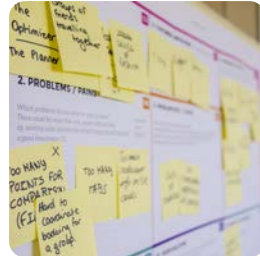
Gamification – Fun during Learning



Ask the Experts



Get Answers



Create New Knowledge Assets



Validate through Peer-Review



Track and Reward

Section THREE

How Does Online Retail Sales Training Work And What Are Its Benefits?

The Online Training is delivered through On Demand / Self paced Short Videos (3 mins), which can be viewed on any device, anytime anywhere, with a Guide to Lead a well structured world class training.

Section THREE

How Does Online Retail Sales Training Work And What Are Its Benefits?

For Individuals, Store Manager and Head Office / Business owners

Benefits for Individuals - BE A SUPER STAR SALES PERSON

- 32 Animated Video scenarios – Created from Real-Life Retail Scenarios
- Participants Workbook – Make Notes for Personal Development
- Reading Material – Relevant Content to develop Soft Skills and bring Behavior Change
- Quiz's and Assessments – Get your Performance report and measure against Peers
- MicroLearning - 3/5 min each day – Short Bite-Sized Learning
- Just in Time Learning – Result Oriented, Focused Learning
- Validate through Peer Learning – Check with your Peers how they are doing
- Training is **FUN!!!**

Benefits for Store Manager - BE A SUPER STAR MANAGER

- All points for Individuals, PLUS...
- Question bank – Over 1000 questions to help you train
- Upload your Content – Store Manager can use your own pdf, excel, and videos to Teach
- Measure Performance - Store Manager can measure Individual and Group Performance
- Train the Trainer Course – Get Trained to become a Trainer and a Virtual Facilitator
- Train the Trainer SSS Course – Leaders Guides and Training on How to use the Super Star Sales Course
- Join the Freedom SALES System

Benefits for Head Office / Business owners - GET SUPER STARS TO RUN YOUR BUSINESS

- Onboard Sales Training for new joiners
- Reskill, Upskill existing Staff
- It's Cost effective, effortless, effective and engaging
- Training Completion rates will be high, as Managers can monitor and measure
- Get the Best Retail Sales Training for your Sales Team
- Create and add your Content
- Measure ROI Vs Investment cost
- Higher Retention of Staff
- Get Performance Reports of Individuals and Teams
- Talent Pool for Succession Planning
- Transferable skills and Knowledge, so hiring costs will be down
- Embed Training Culture through Freedom Sales System
- Consistency of Training and Performance through Freedom Sales System

KNOW MORE ABOUT THE FREEDOM SALES SYSTEM

Section FOUR

Why Should You Choose Super Star Sales For Your Online Retail Sales Training?

Do you want more Sales? Of Course!

What if you could...

- Restore your sales volume to pre-COVID-19 numbers...
- Start seeing double-digit sales increases every month...
- Improve your customer service, generate more sales
- Set a clear, compelling vision for the future that your team will love...
- Have the best trained retail team in your industry...

2 ways to Measure the ROI Vs Investment in using Super Star Sales Online Retail Course

Calculate the Average Price of the Product of your store

Check the Investment Person person

Check how many sales are needed by the Sales associate to recover your costs

Now the **ROI!!**

You will be surprised with the ROI that you will get is not just once, but over and over again.

Now multiply your ROI by the transfer of Skills, Knowledge and Attitude from the person that has learned to other team members

The ROI will be **10x and more.**

Another way to check ROI Vs Investment What's your return on investment?

How many discounts do you run a year, a month, a week? How much money are you giving away in promotions and events?

Total all of that up and you'll find Super Star Sales has to deliver less than 0.2%

increase in sales to break even, yet the upside is often an amazing 20% or more in increased revenues.

What are the next Steps?

Here's how to get started with Super Star Sales

Simply go here, select your users, and enter the requested information

You'll immediately be able to log in and a welcome email will be sent explaining everything with a suggested training schedule and detailed course outline.

Still having questions?

Send me an email: julieta@thealbexgroup.com, and i'll get right back to you! Or simply call me at **+971 56 3087493**, I'll be happy to help!

