



## **The Cornerstones of Customer Service and Selling**

Duration: One day

Time: 9am – 4pm

For: Sales Clerks

### **PROGRAM OBJECTIVES**

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At the end of the workshop, participants go back to work with an enhanced understanding of customer service and sales strategies for increasing sales on the floor

### **METHODOLOGY**

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Workshop consists of lecture/discussions, visual aids, individual and group activities.

### **CONTENT DOMAIN**

The primacy of the customer

What distinguishes a great retail establishment from a mediocre one?

The roles of sales people

Developing a healthy attitude towards sales as a professional

The rules of selling success

Sales strategies of successful sales clerks

Six-step process for increasing sales

Twelve simple rules to apply in all your dealings with customers

Lifetime value of the customer

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