

HOW TO

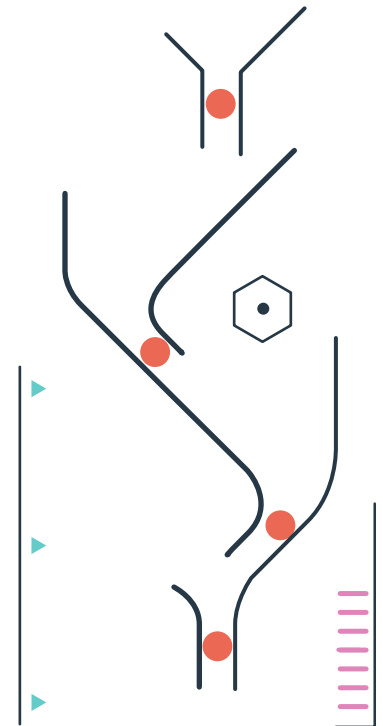
train retail store employees to **boost loyalty.**

You've invested in marketing, advertising, and curb appeal, and your traffic counters are showing that it's paid off: you've gotten the customer in the door. Now, how do you keep them there? **Stellar customer service!**

The charisma and customer service skills of your sales associates can make or break a sale, so now's the time to train your team to use those relevant traits, along with the technical and selling skills that drive sales.

68% of consumers today are at least "likely" or "very likely" to revisit a store due to personal experience; yet 42% have not received a personalized in-store experience during the last six months.

- 1. Set the example**, and give them something to mimic. Staff will lead by example and echo behavior they see.
- 2. Feel out their learning style.** Ask staff to read your training guide, then verbally go through it with them. Some people learn better by listening vs. reading!
- 3. Quiz them on the product.** Nothing is more frustrating for a customer than a sales associate not being able to answer basic questions about what they're selling. If you're an apparel store, have your staff try on every item in the store as it applies to them. They should be able to answer *how does this run?* and *does it come in other colors?* without hesitation.
- 4. Throw them in!** Once staff are seasoned and understand basic protocol, then it is helpful for them to know **WHY** things are done a certain way. But first, let them learn from their mistakes.
- 5. Let them work with customers** and coach them with items to offer. Discreetly give options and feedback while they are helping customers.



"Listening is crucial to customer experience. For frontline reps, listening is central to understanding the customer's emotional state, establishing rapport, and deescalating difficult situations. In the end, we don't learn from speaking; we learn from listening. Always remember though, that listening is only the start, understanding is the goal." ~Customer service expert Adam Toporek

