

# Selling Skills

For anyone engaged in service and sales in retail

## About this course

The Selling Skills distance learning course will assist sales assistants and staff in developing their service and sales technique. Staff who undertake the programme will gain a clear understanding of their important role in the company and enhance the knowledge and skills they need to ensure successful interaction with customers. In addition the course also emphasises the importance of 'knowing your products' in order to serve and sell effectively. This all-round package helps develop a professional retail sales person who can contribute positively to improving customer care and profitable sales.

**Date** On-going; course can commence at any date to suit your business

**Course fee** £99+ VAT  
(Non-Bira members: £125 + VAT)

### Key contact

Neil Moss

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## Modules covered

- Getting Started
- All About Products
- Knowing Your Customer
- Meeting Customer Needs and Building Sales
- Delighting Your Customers
- Increasing Your Sales and Profit

## How does it work?

- Designed for practical application in the workplace
- Practical exercises and activities
- Each module ends with a case study which will be marked by our **Bira** tutor
- Course concludes with a two hour examination

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## To book a place today

Call Neil Moss on **0121 446 6688** or email [neil.moss@bira.co.uk](mailto:neil.moss@bira.co.uk) alternatively visit [bira.co.uk/training](http://bira.co.uk/training).