

RETAIL INTERACTIVE COACH



Interactive Training for the Retail Salesperson

GOOD SALES PEOPLE MAKE THE DIFFERENCE

The ultimate success of nearly every retail organization is in direct relationship to their result-driven sales team.

The challenge is in discovering, selecting, training, coaching and retaining successful associates.

WHAT DO YOU NEED TO KNOW?

- Can this person sell?
- What does this person know about the business of selling?
- How does this person's knowledge of the sales process compare to the top performers?

RETAIL INTERACTIVE COACH - R.I.C. is Your Partner in Assessing and Training

R.I.C. is an affordable and powerful selling skills evaluation and training system that assesses an employee's current sales skills. It then provides a printed report that identifies existing skills and training needs. R.I.C. replaces costly classroom training by using an interactive, multimedia process that trains employees individually and at any time.

SALES SKILLS ASSESSMENT

R.I.C. presents 41 retail sales situations in 5 categories crucial to success. They are:

- **Awareness:** Meeting, greeting and approach.
- **Discovery:** Questioning and listening.
- **Interaction:** Communication, problem solving and handling objections.
- **Relationships:** Building customer loyalty.
- **Beliefs:** Personal preferences in selling and service.

FEEDBACK AND EDUCATION WITH R.I.C.

After receiving the assessment results a manager or program facilitator can schedule or immediately access the feedback portion of the CD-Rom program. Here the employee discovers and learns the correct and successful sales and service approaches by listening to the personalized feedback based on that employee's answers. The employee can go back to or stop the program at any time.

FEATURES OF R.I.C.

- Interactive multimedia maintains attention,

interest and increases retention.

- Three levels of individual feedback
- A password for each salesperson
- A bookmark to stop and resume later.
- Program starts randomly to prevent the potential of passing on answers.
- Print or reprint any report.

BENEFITS OF USING R.I.C.

- Designed especially for retail sales
- Identifies a person's selling and service strengths and compares them to top performers.
- Highlights specific training needs of each sales manager and associate.
- Focuses on managing and coaching on skill areas that produce results.
- Confirms and explains that proper responses to increase sales opportunities.
- Build confidence in each member of the team.
- Eliminates costly classroom-style training.
- Teaches only what the individual needs to know.
- Benchmarks progress.

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Vital Connections, Inc.
39 Grand Street, Suite 3408
Mamaroneck, NY 10543
888-397-5557*