

Q: TIMES ARE TOUGH, SPENDING IS DOWN, PEOPLE ARE CUTTING BACK ON RETAIL GOODS, RIGHT?

Leave the excuses to someone else and discover how to make more sales and keep your customers coming back for more!

Over 6 intensive and Interactive workshops, we will teach you how to plan and execute realistic retail sales strategies . Each session is 90 minutes long, spread over 6 weeks, and covers specific skills including:

- Introduction to the retail sales process
- First impressions - set the scene for creating a great sales environment
- Questioning & listening skills to become super sellers
- Effectively demonstrating your products
- Cross selling & up selling: how to create extra sales
- Closing the sale

A: Short Burst Seminars 6x intensive 90 minute workshops

DINANMITE Short Burst Workshops are designed specifically to get results for the retail industry.

SIX Monday morning workshops just \$870 +GST per person OR pay only \$570 +GST p/p Early Bird Discount!
Includes work books and refreshments.

Add extra team members for \$435 +GST p/p (\$270 +GST p/p Early Bird Discount).

COURSE DETAILS OVERLEAF



Short Burst Seminars

6x intensive 90 minute workshops



PER PERSON
PER COURSE

IN JUST 6 MORNINGS YOU'LL MASTER:

INTRODUCTION TO THE RETAIL SALES PROCESS

- Introduction to Team DINANMITE
- Overview of the steps ahead
- Individual goal setting
- Belief set - in yourself, brand & products

FIRST IMPRESSIONS

- Creating the theatre in your store
- How do we see the customers and how do they see us?
- What does a great customer experience look like?
- What does a good meet and greet look like?

QUESTIONING & LISTENING SKILLS

- Why listening is important
- Understand the customers needs, wants and desires
- Developing questioning skills
- Role plays

EFFECTIVELY DEMONSTRATING YOUR PRODUCTS

- Features advantages and benefits
- Creating customer ownership of the product
- Role plays

CROSS SELLING & UP SELLING, HOW TO CREATE EXTRA SALES

- How to use questions to create cross selling opportunities
- How to use questions to create upselling opportunities
- Role plays

CLOSING THE SALE

- Techniques for overcoming objections
- Examining all the different closing techniques
- Role plays
- Review of course

WHAT OUR CLIENTS SAY:

“Team DINANMITE are so inspiring in all aspects of my business and keep us focused”

– David Eggleton, MD, “Suits on Broadway”

“My staff and I have attended DINANMITE’S short burst workshops and they have added value to my business”

– Raymond Goh, MD, “Digital Mobile”

STARTS 8.30am MON 4 OCTOBER 2010 AND RUNS FOR 6 CONSECUTIVE MONDAYS

@ THE WILLIAMSON, PONSONBY - 1 Williamson Avenue, Ponsonby

90 minute sessions from 830 - 10am • work books and refreshments included

**Dinanmite**
ENERGY. MOMENTUM. RESULTS.

REGISTER ONLINE!
at: www.dinanmite.com

* Early Bird Discount applies to bookings made at least 2 weeks prior to course date.