

# How To Create A Service Culture That SELLS!



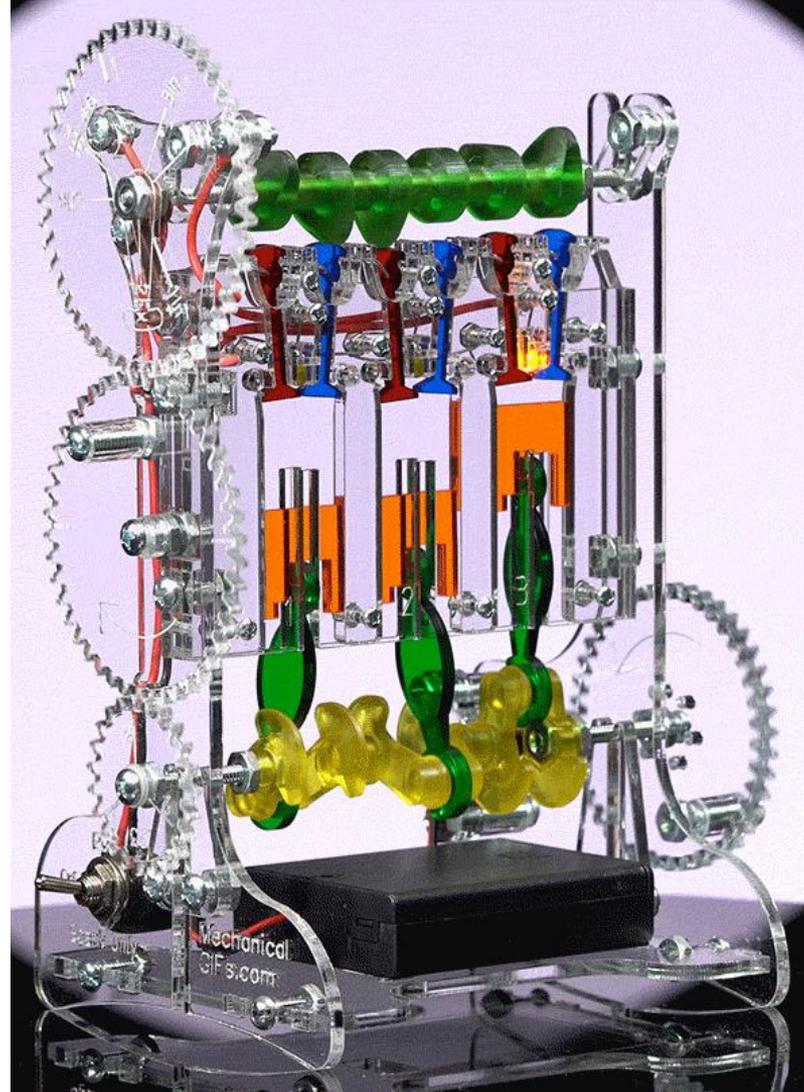


\$495  
NO TAX  
INTEREST

**Great Selling Is  
GREAT Customer Service!**



**Works  
like  
this...**



**Feels  
like  
this...**





# The Secret to Good Chicken?

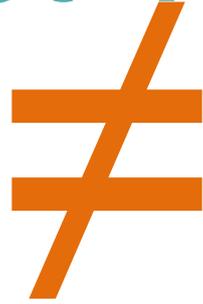
# **3 Parts of Effective Retail Training**

**Policies, Procedures,**

**Product Training**

**Sales Training**

Product Training



Sales Training

Training isn't an **EVENT**.

It's a **PROCESS**.

THE  
PERFECT  
PURCHASE



# 4 Moments of Truth in the Perfect Purchase



1. When They Purchase



2. When They Get Home



3. A Few Months Down the Road



4. Next Time They Need What You Offer

# 6 Steps To A Perfect Purchase

1. GREETING & ESTABLISHING A RELATIONSHIP



2. QUESTIONING & LISTENING



3. SHOW & TELL



4. CLOSING THE SALE



5. ADDING ON



6. "THANK YOU"



Know

Like

Trust

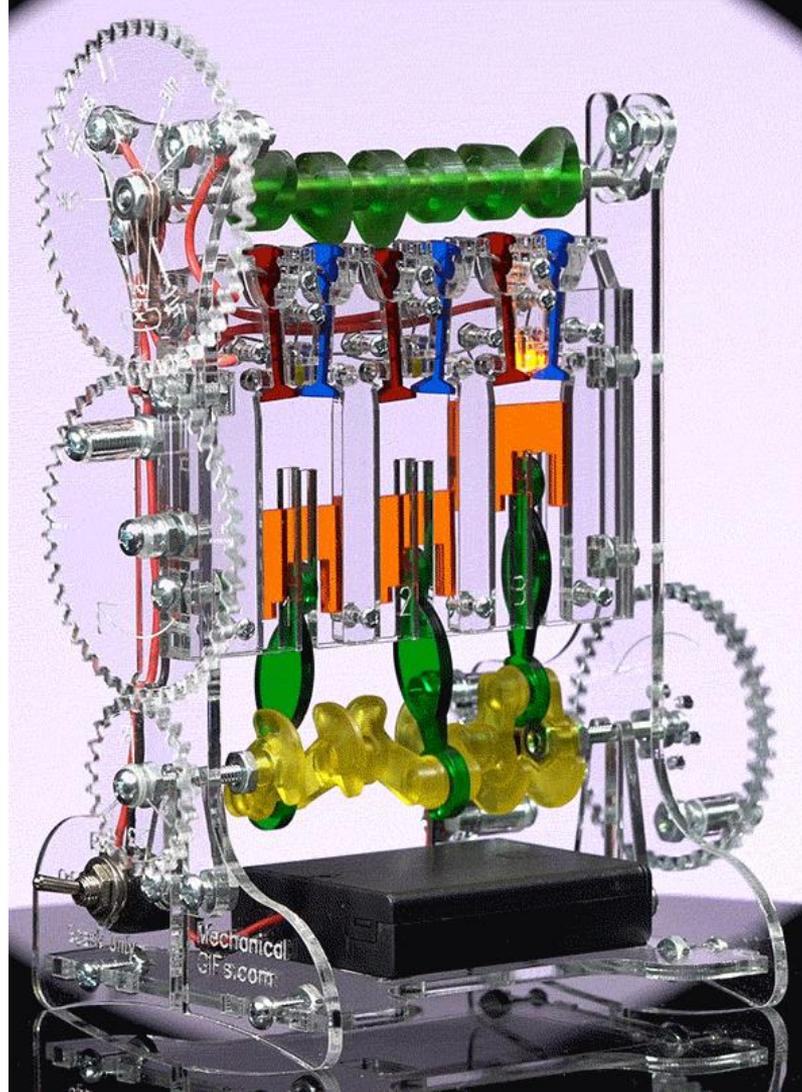
The more you know,  
the better you serve.

The better you serve,  
the more you'll sell.

**Feels  
like  
this...**



**Works  
like  
this...**





Love Your  
Customers...  
The Money  
Will Follow



# Retail Sales Academy

[retailsalesacademy.com](https://retailsalesacademy.com)

Q&A