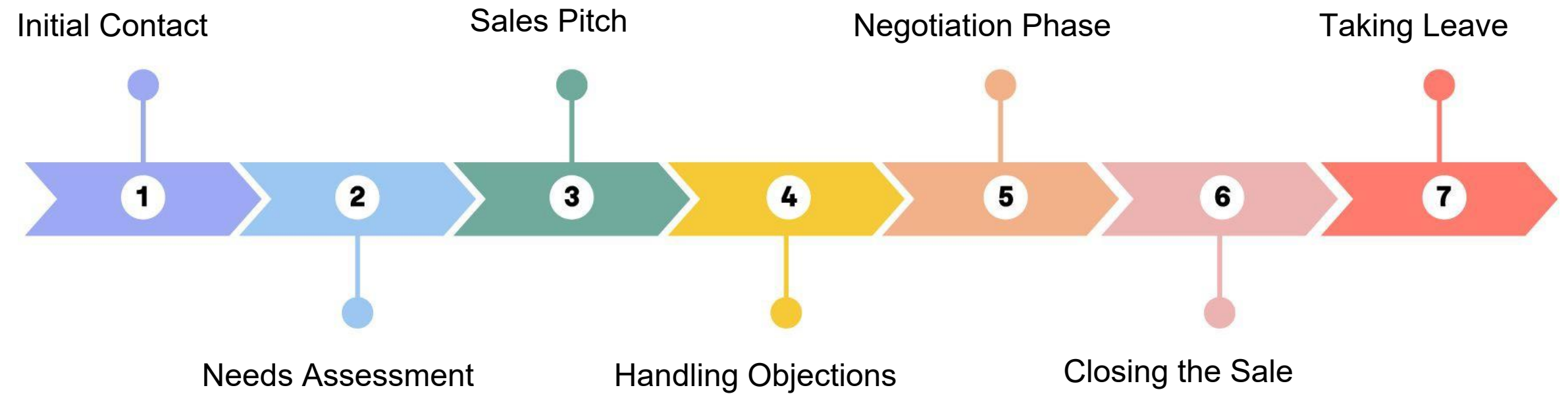




- 1 Identify the salesperson's responsibilities and understand their overall role.
- 2 Master the various sales channels to provide a seamless and consistent experience.
- 3 Understand the store layout and make it appealing.
- 4 Apply omnichannel prospecting and customer relationship methods.
- 5 Adapt sales techniques to customer needs and behaviors.



Best Practices 👍

- ✓ Build customer loyalty through personalized customer relationships.
- ✓ Master and use different techniques for contacting people.
- ✓ Get to know the customer in order to meet their stated and underlying needs.
- ✓ Organize a post-purchase follow-up to strengthen the customer relationship.
- ✓ Use a CRM to centralize and optimize customer data management.
- ✓ Adapt your communication to your customers' preferred channels and expectations.
- ✓ Ensure that products are accessible and visible in stores.
- ✓ Fully understand your offerings, new products, and what your competitors are offering.

Common Mistakes 👎

- ✗ Failing to update the CRM system and manage customer information.
- ✗ Ignoring customer feedback and not learning from it.
- ✗ Not communicating clearly with the customer.
- ✗ Being intrusive or forceful when making contact.
- ✗ Failing to adapt your pitch to the customer's profile and expectations.
- ✗ Forgetting to offer post-purchase follow-up or solutions in response to a complaint.
- ✗ Underestimating the importance of the store layout and cleanliness of the sales area.
- ✗ Not keeping up to date with market trends.

Definitions 🔍

Omnichannel

A sales approach that uses multiple integrated channels to provide a consistent and seamless customer experience.

Customer lifecycle

The different stages a customer goes through in their relationship with the company (discovery, acquisition, retention, etc.).

CRM (Customer Relationship Management)

A tool for centralizing the management of customer interactions and relationships.

Loyalty

A customer is considered loyal when they make multiple repeat purchases and are satisfied each time.

Planogram

A diagram detailing the layout of products in the store to optimize space and sales.