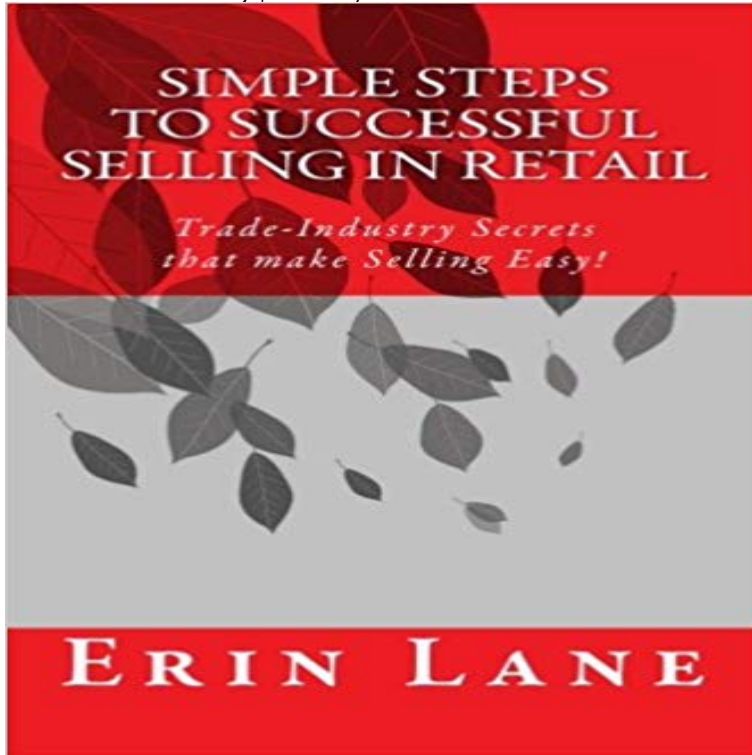


Simple Steps to Successful Selling in Retail: Trade-Industry Secrets that make Selling Easy!



This book is designed for those of you who have never worked in retail before and would like the low down from a seasoned pro about how it all works so that you can convince a future employer that you can make the change from mechanic or nurse or factory worker, if you are just finishing your school years or whatever it is you do now, to a valuable employee in their organisation. In this book is a step-by-step guide to the basics of selling that will get you headed in the right direction for making more money. It is also designed for those of you who may like to develop better retail skills to be able to go from department store shop assistant to a more challenging and more profitable role in a commission-related environment such as electrical, mobile phones, furniture or real estate. Commission-based retail jobs can earn you so much more money than regular retail jobs and give you a level of enjoyment that the others just cant. The techniques in this book will take you from being an order-taker to being a top salesperson. It may seem that there is an overwhelming amount of information here and you may think, How am I going to do all that in one interaction with a customer?

The answer is that most of this will become automatic after you have been doing it for a while and you wont even know you are doing it. If you start out with the basics before you move onto the advanced techniques you will be just fine. In fact, you will be streets ahead of most of the sales people out there! There may be some of you who are reading this book that have achieved great success in the above fields of retail and just want a refresher; a get back-to-basics type of journey. There will be many things in here that you already know and hopefully there will also be some you dont, or possibly some things you used to do but have forgotten about. The section on Advanced Selling Techniques will give you hints and tips on

how to hone your already considerable skills and increase your income. You want to maximise what you are earning by continuing to increase your skill level. This level is by no means exhaustible, you can get better and better every day and earn more and more money. The difference between this book and all the others out there is that this book is also about creation. Creating something in your life, your customers lives and in the culture of the company you work for. Its about you being more than an instrument. Its about you being able to create fulfillment and joy through your job in retail. Its about inspiring those around you and being the best you can be. We have a unique opportunity in retail. We come into contact with hundreds of people every week. If you worked in an office or factory, you would probably only see the same people week in and week out, so being exposed to the public every day is your opportunity to make a difference in peoples lives. Large or small differences, it doesnt matter which, the point is to not waste your chance to create a new way of interacting that enhances all our experiences on this planet in our life time. This is the secret to making more money in your job in retail. Its all about what you give to your customer and not what you will get form them. All the great money gurus in the world talk about contribution. What are you contributing to society? How are you enriching their lives? So there it is. All spelled out for you in simple easy steps and every day language. I wish you all the best!

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