

May 18, 2021

Time to Re-Visit the Sales Training

The restrictions of the past year have necessitated various changes in our methods of operation. Most of us, due to government regulation, were required to close to the public or limit our operations. Many had to cut or eliminate staff. Focus shifted from sales to survival in an uncertain time. Limited or no hours made it virtually impossible to give our customers the time they deserved to have a great experience with our businesses. Because we were in survival mode many aspects of our day-to-day operations were put aside - like sales training the limited staff we had.

As we have talked about previously, there is a pent-up demand that is beginning to show itself as the economy opens up. Our clients' sales numbers are confirming that customers are spending more on average fueling a growth in sales of quality merchandise. With these numbers confirming the desire of the public to spend more on better merchandise, it is extremely important that you re-invigorate your sales training program. A good solid training program will increase your average retail sales and closing rate at a time when your customers have money to spend.

Before the "pandemic" sales meetings and training were a component of your business that may not have been given great weight. However, at this time whether you are returning to normalcy with your staff or are adding new hires, it is an absolute necessity that you reinstitute an aggressive training program to take advantage of the potential "quality" sales that can be made. The buying public is flush with cash and good regular sales training will help you maximize your sales and take advantage of this new market dynamic. Do not become complacent with whatever sales that may walk through the door. Your business relies on "selling" not "showing" what is in the showcase. If you do not step up your game at this point, how are you different from an on-line seller? The buying public has become used to the convenience of pressing the button to buy from web-based businesses. It is your job to step up and shine: to engage, educate, coddle, entertain, and impress the buying public with the services you can provide, all the while capturing a greater number of quality sales and building a stronger client base.

Every profession relies on continued training for success and growth during normal times. Although your mode of operation may have changed in the past year, now is the time to place **extra emphasis** on sales training to take advantage of the opportunity to capitalize on the present economy. It is

there for the taking if you step up your game. Added sales training now, while the public is flush with cash, will prove rewarding in the foreseeable future.

We at PRIME specialize in assisting retailers in finding the path to achieving their goals and overall success in their business. We invite you to visit our website, www.NVPrimeConsulting.com, for an overall view of the services we provide. If you have questions as to how we may be able to assist you, please do not hesitate to call - 888-849-4978. Of course, all communications and information are strictly confidential.

Sincerely,

The PRIME Team – *Jim, Jeannie & Warren*

-----Professional Resources & Inventory Management Experts-----
