



## eCOURSE INTRODUCTION

Retailing is an intensely competitive sector. Today's consumers are spoiled for choice, with retail stores of all sizes, in various convenient locations. Nobody forces consumers to use any one retailer – they make their own choice. So, consumers hold the power in the relationship. However, without a customer, a retail store goes out of business!

This eCourse; *Retail Selling Skills* was designed and developed by Susan Madden. Susan holds an MSc in adult education and has over 30 years experience and expertise in designing, developing and delivering retail courses.



## eCOURSE AIM

This eCourse aims to provide you with the knowledge and understanding of the retail selling process. It focuses on the techniques used for identifying and meeting the needs of customers in retail businesses.

## eCOURSE CONTENT, ASSESSMENT & ACCREDITATION

This eCourse requires approximately 12 hours of study. There are five learning topics:

1. Opening a Sale
2. Establishing a Customer's Needs & Wants
3. Presenting and Matching Products & Services
4. Handling a Customer Objection
5. Closing a Sale

When you have completed your eCourse, take the on-line assessment to test and validate your new knowledge! Once successful, you will receive an ATHE Endorsed Programme certificate in **Retail Selling Skills** from **South East College of Further Education & Training**.

## WHO IS IT SUITABLE FOR?

This eCourse is suitable whether you are new to the retail sector or you wish to upskill yourself within your current retail role, or one you aspire to! You have access to your course 24 hours a day, seven days a week, 365 days a year, making learning work for you, at a pace and time that suits you.

## HOW TO PURCHASE THIS COURSE

Go to [www.southeastcollege.ie](http://www.southeastcollege.ie) and begin your learning journey!!