

Maximise Revenue Opportunity – On the job Customer engagement toolkit for retail, tourism & hospitality



Would you like to sell more product and increase your revenue at the same time as increasing customer retention and satisfaction?

If you are running a retail business, the answer to this question is normally 'yes please!'

This modularised toolkit is well worth a look. It delivers an easy and timesaving way to learn some great tips and techniques and to cascade the lessons to others in retail organisations in a very straightforward style.

The modular format means that managers and supervisors, can use the modules to train their staff teams within the everyday shift pattern.

The material is written in short 5 to 10 minute 'game style' modules and can be practised at any time, - at the start or end of a shift. The learnings will not really change over time, - you can use the toolkit for years to come.

For those new to the business, it provides material to deliver great customer service. To the more experienced, it will act as a refresher and identify new ways to increase customer revenue.

For regular and local customers, - this may be encouraging repeat visits to shops for food products, for carry out lunches, clothes and accessories, hair products etc. It also work well in tourism and food service where Customer service and additional revenue adds immediately to profit!.

Key skills rehearsed

Split into 11 concise modules of 5 to 10 minute duration. Each one contains an objective, content, teaching technique and action plan:

- **Increasing revenue by suggestion and offering more;**
- **Wearing the customer's hat – understanding the customer's motivation;**
- **Who is the customer?**
- **Listening skills, - thinking for the customer;**
- **Presenting Products well with mouthwatering messages;**
- **Knowing your points of difference and why people should buy from you;**
- **Communicating your message;**
- **Presenting Price with Value;**
- **Customer Service in the Business Cycle;**
- **Levels of customer service, - Ok, Good, Wow!**
- **Small things make a big difference – some tips and techniques;**
- **Data Gathering for future sales contact;**
- **Tricky Situations – calming techniques to have in your armoury;**
- **Customer Complaints Procedure;**
- **Using the telephone as an order maker ;**
- **Using 'live chat' to deliver service and sales;**
- **Social media as a customer service channel;**
- **Loyalty schemes for retailers;**
- **Internal Customers – Everyone is an Ambassador.**

Outcome

The benefit is greater rapport with customers and greater sales take in the till.

It has been used by retailers up and down the country in retail, hospitality and tourism environments.

The programme can be tailored to individual organisations as well as town group initiatives and BIDs. The format allows delivery to managers who can then train their staff on how to deal with customers and generate more revenue.

Previous sessions

We have trained delegates for:

- Regional grocery retailers – SPAR brand
- 5 town centre groups
- Farm shops and retail butcher
- Tourist outlets
- Hotels
- Hospitality outlets – visitor attraction
- Retail jewellers
- Bars and brasseries

Client feedback –

"Since I implemented this throughout my business, I have increased my bottom line profit by 6 figures."

Book Now!!

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