

## Experience comes to life

**Selling in store**, welcoming customers, establishing a trustful customer relationship: these have become key topics for any retailer willing to satisfy and retain customers. Today's customer have become demanding and can turn towards competing brands (or towards online shopping) at any moment.

### GOALS

Train sales teams on retail sales process and customer relationship management. This serious game is part of the **CIEFA Métier** certifying cycle intended for sales representatives and their managers.

### TARGETS

- Sales teams
- Retail sales teams managers

### OUR PARTNERS



### FORMATS



## RETAIL SALES PROCESS

### MANAGE IN-STORE CUSTOMER RELATIONSHIP



### OUR SOLUTION

A serious game enabling sales teams to:

- **Learn** sales basics: sales pitch, objections handling, after-sales service
- **Understand** conflict management
- **Develop** team management skills
- **Standardise** customer relations
- Take **customer satisfaction** into account
- Be able to **adapt** and **motivate others**
- Be able to **animate** a retail space

A tool that provides opportunities for future managers to develop best practice and increase their knowledge of customer relationship.

A **detailed assessment** and **pedagogical Memos** are provided at the end of the game, to help the learner remember the experience and key-learnings.

Duration: 40 minutes