



## Mary Portas Master Class 4 - Selling and service skills

**Duration: One day**

**Price: £200 + VAT**

### **An inspirational programme for shop owners and managers**

A unique series of innovative masterclasses created with Mary Portas and delivered exclusively through the National Skills Academy for Retail's network of retail skills shops. Covering every stage of creating and running a successful retail business, each module has an invaluable set of hints and tips to improve the performance of all companies.

### **Selling and service skills: Providing an excellent shopper service experience**

At its heart, retailing is all about offering a great sales and service experience for the consumer. When done well, retail businesses are inevitably successful, generating enviable sales and profitability. When done badly, retailers struggle and ultimately fail.

Through the interactive 'Selling and service skills' master class, you can build on the core knowledge gained from the previous programmes in the series and learn how to create, manage and sustain a fantastic customer service and selling environment across your store, and through your team.

This master class analyses the challenges faced by retailers and identifies the different selling styles and shopper types, from the impulse purchaser to the focused browser, giving you the practical hints, tips and know-how to instil a great selling and service culture throughout your business. This guide will ensure you are a cut above the competition, equipping you with the knowledge to:

- Sell and serve more effectively
- Master the different selling styles and skills
- Maintain selling momentum

This programme uses real-life insight and best-practice examples from independent retailers that display brilliant selling and serving skills, showing you how and why what they do works so effectively. And of course, it has the invaluable input of the Queen of selling herself, Mary Portas, whose firsthand experience and knowledge in setting the right tone for a stunning, memorable consumer experience cannot be bettered.

This master class is the fourth of seven that form the *Mary Portas guide to successful retailing*.