

# The Difference is .... Atassh Consultants

Transforming Lives through Training & Development. Since 1991.

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## Why Train?

Training is a means of equipping employees to perform competently in their jobs so as to increase the efficiency of the organization and their job satisfaction. It is a *planned* provision of the means of learning on the job or in a training center.

The benefits training can give include the following:

- *Reduction of learning time and cost:* People learn the job quickly, to required standards, safely and with minimum waste of material or damage to equipment.
- *Improved job performance:* Increase output, improved quality, and work done on time.
- *Less supervision:* Through reduction of problems related to absenteeism, late coming, and accidents.
- *Better recruitment & selection:* Training opportunities help to attract right type of employees.
- *Reduce labour turnover:* By developing employee's potential and their job satisfaction.
- *Increase customer satisfaction:* Through improved goods and services.
- *Reduce Cost:* Results of the above benefits.

## Who is to be trained?

- New entrants
- Existing employees
- Those preparing for promotion
- Those needing retraining
- Those nearing retirement

## **RETAIL SELLING**

- To discuss the duties and responsibilities of retail salesperson.
- To list five personal characteristics required for success in Retail Selling.
- To describe the four steps of the Retail Sales Process.
- To explain the manner in which a Retail salesperson handles customers in groups and more than one customer at a time.
- To discuss and understand the importance of trading up, turnover and substitution of merchandise.
- To explain and understand the method, how a Retail salesperson can build a personal following with the customer.
- To understand the criticisms of Retail Selling.

## RETAIL SELLING

### Objectives to be achieved out of the Training Program:

1. Retail Selling, the most important area of sales, in terms of volume, has these unique characteristics: the customer comes to the salesperson and it is performed on the premise.
2. The principal function of the Retail salesperson is the selling of merchandise that will satisfy the customer and result in a profit to the employer.
3. Successful Retailing salespersons require product knowledge, information of Company's policy, certain personal characteristics and a type of behavior that is conducive to good selling.
4. The Sales Process consists of the pre-approach, approach, determining customer needs, selecting proper merchandise and closing the sale.
5. Some problems involved in Retail Selling include handling more than one customer, groups of customer, "just-looking customers, decided and undecided customers, trading up, substitutes, turnover, suggestion selling and handling objections.
6. After closing a sale, the salesperson must spend a few moments with the customer to try to establish a rapport that will result in repeat business.

## MODULE – RETAIL SALES

Retail Sales is a human driven exercise, as such, skilled salesperson make the quality difference. The inputs needed in the development process of a salesperson are as hereunder:

1. Duties & Responsibilities.  
Requirements for success:
  - \* Personal Characteristics.
  - \* Knowledge of Companies Policies.
  - \* Product Knowledge.
  - \* Behavior.
2. The Sales Process:
  - \* The Pre-approach.
  - \* The approach.
  - \* Determining the Customer Needs.
  - \* Selecting the Merchandise.
3. Selling Problems:
  - \* Handling more than one customer.
  - \* Customers in Groups.
  - \* The 'Just Looking' Customer.
  - \* Decided & Undecided Customer.
  - \* Trading Up.
  - \* Substitution & Discounts.
  - \* Turnover.
  - \* Suggestion Selling.
  - \* Objections.
  - \* Closing the Sale.
  - \* After the Close.
  - \* Building a personal rapport.
  - \* Follow-up.
4. Criticisms in Retail selling.
5. Careers in Retailing.

The salesperson has to be equipped with the bag of skills:

- Skills to present,
- Skills to create desire or a need,
- Skills to demonstrate the product,
- Skills to negotiate,
- Skills to convince when an objection is raised,
- Skills to ask for an order and close the sale,
- Skills to Trade-up or incremental sale to an order,
- Skills to follow-up and provide effective and efficient service,
- Skills to be friendly, rapport building exercise.

## The ABC's of Retail Selling.

A	Always approach the customer from the front.
B	Begin with a pleasant "Hello" .... My name is .....
C	Smile. Have a laugh; it's the very best icebreaker.
D	Extend a warm heartfelt handshake.
E	Show excitement and enthusiasm.
F	Ask your customer to sign the guest register.
G	Never ask "May I help you" answer may be "NO".
H	Let your customer talk, talk, talk you LISTEN.
I	Qualify your customer as fast as you can.
J	Find out what they want---- Style, size, color, and type. ACT
K	Always make them feel intelligent and well informed.
L	Never ever talk down to any customer.
M	Keep your cool try to be even tempered.
N	Go out of your way to make them comfortable.
O	Be Friendly but not too attached to customers.
P	Remember, CUSTOMER IS ALWAYS RIGHT, even when wrong.
Q	Be sensitive to where they go and what they look at.
R	Approach again from the front and ask for the sale.
S	Sell them what they want FIRST & then the add-ons.
T	Know your product, do your homework.
U	Don't bluff and don't be afraid to say, "I DON'T KNOW".
V	Never oversell, learn when to just shut up.
W	Don't be afraid to ask for a sale.
X	Use the sales supports to close a hard sale.
Y	Thank your buyers and ask them to send their friends.
Z	Take a quick bow ----- here comes your next customer

*Atassh* ... Acquire The Art of Selling Sincerely & Honorably.

**EMPOWER:**

Your Sales Team, with the power for  
"SCIENCE OF SALES".

An art to be more effective by understanding Collaborative Selling, making skilful presentations, art of negotiations and closing sales on every call. Enhance the personal and professional personality of the team through this workshop.

*'YES!' All this is possible, only if we meet.  
We seek an opportunity to meet you and elaborate the proposal.*

Attached herewith please find our 'RESPONSE SHEET' for your perusal. Kindly mail the response form for an obligation free meeting.

Thanking you and assuring you of our best services and cooperation at all times.

*Sales workshops conducted by  
**Atassh**  
are patronized by some of the best known companies in the corporate sector.*

Atassh provides specialized 'TRAINING & DEVELOPMENT' programs for people in Sales and back office staff, employed with various business houses. The workshops and programs conducted are scientifically conceived. The training is imparted vide audio, video and demonstration workshop, with an optional on-the-job training.

The primary focus is on motivation. To meet the challenges posed by competition, face the heat in the marketplace and effectively and efficiently make the breakthroughs. Training to hone the skills and develop talents of the salesperson, to understand, the HUMAN SIDE of SELLING, through insights from the fields of psychology and behavioral science. The program structures scientifically researched techniques which enable sales people to understand what MOTIVATES the customer. Using these and other powerful positive sales tools the salesperson can overcome resistance, build confidence and achieve the desired results, honorably.

<p>Weekend programs: Every Saturday &amp; Sunday the program will be conducted at a training venue The program will include tea &amp; snacks and lunch. Study material will be made available at a nominal price in order to enable its utilization and usefulness as an objective.</p> <p>The programs will be conducted as hereunder:</p>	<p>Company Profile:</p> <p><b><i>Atassh Consultants</i></b> launched on March 21, 1991 provides a specialized TRAINING &amp; DEVELOPMENT programs for people in the field of Sales &amp; Marketing. Prof. Faredoon A Kapadia, the founder President of the Institute, with an experience of over 39 years in Sales &amp; Marketing of products and services. Rising from the post of a Sales Executive and graduating to the post of Managing Director. Currently he is on the board of 'MUMBAI INSTITUTE OF MANAGEMENT &amp; RESEARCH' recognized by Mumbai University and A.I.C.T.E. New Delhi.</p> <p><u><i>Know Your Trainer</i></u></p> <p><u><i>Brief Profile of Prof. Faredoon Adi Kapadia, President, Atassh Consultants.</i></u></p> <p>A professionally qualified Post Graduate from IIM Ahmedabad in Management &amp; Marketing. Having an experience of over three &amp; half decades in Sales &amp; Marketing. Out of which more than two decades in Senior Management Cadre. Responsible for the launch of 'CENTRAL CARD' for Central Bank of India, Mumbai 1980-81, 'DINERS CARD' for Diners Club India Pvt. Ltd. Mumbai 1981-84 and 'MERCARD' for Mercantile Credit Corporation Ltd, Mumbai, Pune, Baroda, Ahmedabad (Western Region) New Delhi, Chandigarh, Lucknow, Dehradun, Jaipur (Northern Region) from 1984 - 90</p> <p><i>VISIT OUR WEBSITE</i></p> <p><u><i>www.atassh.com</i></u></p>
<p>First &amp; Third week for: <i>Collaborative Selling Skills.</i></p> <p>Second week for: <i>Leadership the Mentoring way.</i></p> <p>Fourth week for: <i>Communication, Conversation Control.</i></p> <p>Every Tuesday &amp; Wednesday: <i>Professional Selling Skills for Retail Industry.</i></p> <p>Cost of Participation: <i>Rs.8500/- per participant for two days inclusive of service tax, Study Material, Lunch, Tea &amp; Snacks</i></p>	
<p>For our training program modules may we request you to contact Prof. Faredoon Kapadia on our e-mail ID: <a href="mailto:atassh@rediffmail.com">atassh@rediffmail.com</a> or on our postal communication address.</p> <p>No Telephonic enquiry please.</p>	

**For additional details visit our website:**

**[www.atassh.com](http://www.atassh.com)**

## RESPONSE SHEET

Yes, I am interested to know more about *Atassh Consultants* and its  
BEHAVIOURIAL SCIENCE TRAINING PROGRAMS

Kindly depute an executive to meet us on date \_\_\_\_\_

at \_\_\_\_\_ a.m. /p.m. details of which are mentioned as hereunder:

Name of the Company: \_\_\_\_\_

Name of the Contact Person: \_\_\_\_\_

Designation: \_\_\_\_\_

Address: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Tel: \_\_\_\_\_

Fax: \_\_\_\_\_ Mobile \_\_\_\_\_

E-Mail ID: \_\_\_\_\_

Dated: \_\_\_\_\_

*RESPONSE SHEET TO BE E – MAILED: [atassh@rediffmail.com](mailto:atassh@rediffmail.com)*

Mailing Address:

*Prof. F A Kapadia*

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## ***PROFESSIONAL SELLING SKILLS-RETAIL - 3 DAYS PROGRAM***

<b>DAY I</b>	<b>DAY II</b>
<b>DAY 1: The Model C.S.P. (Counter Sales Person)</b> <ul style="list-style-type: none"><li>• Physical Attributes.</li><li>• Mental Qualities</li><li>• Learn to shed Negative Emotions</li><li>• The Attitude Orientation</li><li>• 20 Golden Keys</li><li>• Mechanics of the Job</li><li>• Clothes &amp; Accessories</li><li>• Communication Skills</li><li>• Time Management</li><li>• Growth Program</li><li>• Job</li><li>• Consultative or Partnership Selling</li><li>• Etiquette &amp; Norms / Counter Decorum</li><li>• Self-Esteem / Confidence / Creativity.</li></ul>	<b>DAY 2: Retail Selling Skills Part I</b> <ul style="list-style-type: none"><li>• Duties &amp; Responsibilities</li><li>• Requirements for Success</li><li>• Personal Characteristics: Appearance, Enthusiasm, Voice &amp; Speech, Self-Control</li><li>• Other Characteristics: Initiative, Sincerity, Knowledge of Company's Policies, Product Knowledge, Behavior</li><li>• The Sales Process:<ol style="list-style-type: none"><li>1. The Pre-Approach</li><li>2. The Approach</li><li>3. Determining Customer Needs: Listening / Observing</li><li>4. Selecting the Merchandise</li><li>5. Selling Problems<ul style="list-style-type: none"><li>• Handling more than one customer</li><li>• Customers in Group</li><li>• Just Looking Customers</li><li>• Decided / Undecided Customers</li><li>• Trading Up</li><li>• Substitution</li><li>• Turnover</li><li>• Suggestion Selling</li><li>• Objections</li><li>• Closing the Sales</li><li>• After the Close</li><li>• Building a Personal Following</li></ul></li><li>6. Criticism of Retail Selling</li><li>7. Careers In Retailing Exercise</li></ol></li></ul>

## DAY III

### DAY 3: Retail Selling Skills Part II

- Mistakes in Retail Selling
  1. Negative Role of a Sales person
  2. Little or no product knowledge
  3. Appearance not professional
  4. Over emphasizing Price
  5. Benefits not being explained
  6. Not able to apply suggestion selling
  7. Failing to Close
  
- Steps in Retail Selling
  1. Prospecting
  2. Approach: Service / Greeting / Merchandise Approach
  3. Problem Recognition
  4. The Retail Presentation
  5. The merchandise Knowledge
  6. Handling Objections and leading to Close
  7. Suggestion Selling
  8. Trading Up
  9. Substitutions / Exchanges & Returns

### **Training is an Investment**

***“If you wish to plan for a year – sow seeds; if you wish to plan for ten years – plant trees; if you wish to plan for a lifetime – develop people.”***

### **What exactly do we mean by training?**

The definition of training should be the development and delivery of information that people will apply after learning, towards the goals of skill development and performance improvement. This definition distinguishes training from other methods of learning, where people are provided with information, but not necessarily expected to use it.

How to identify or assess the training need: ‘The gap between the knowledge, skills and attitudes required in a job and the knowledge, skills and attitudes of the person carrying out the job, is the starting point of all training.

- Change in culture, place or environment.
- Change in people or posts.
- Change in technology.
- Growth or reduction in an organization.
- Change in job or responsibilities.



This training need will fall into one of the below mentioned four areas:

1. **JOB TRAINING:** Training to give an employee the basic knowledge, skills and attitudes to carry out a task.
2. **PERFORMANCE TRAINING:** Training to improve on current satisfactory performance or to overcome identified weakness in the current job.
3. **INDIVIDUAL DEVELOPMENT:** Training to add to or develop knowledge, skills and attitudes for a different job (at a higher level or a different job at the same level).
4. **CHANGE TRAINING:** Training to cope with expected changes ; ( changes in the organization, products, processes, policies, procedures or methods.)

### ***Why Atassh for Training?***

- Breadth of experience in the situation and/or the subject, area and/or type of organization involved.
- Up-to-date knowledge in relevant areas.
- Having an objective viewpoint.
- Willingness to question established norms or accepted practices.
- Specialized expertise.
- Credibility or value perceived as greater than that of internal staff.
- Freedom from worry about hierarchies and relative seniorities of staff & management.
- Willingness and ability to speak freely and listen to people and managers at all levels within the organization.
- Trainees within the organization will be more open and willing to listen and heed us.
- Staff is not affected or constrained by internal politics.
- **We act as mentor, philosopher and guide not as TRAINERS.**

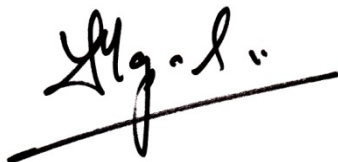
***'MONEY SPENT ON THE BRAINS IS NEVER SPENT IN VAIN'***

***The undersigned gives his unconditional commitment for the same. The willingness for extensive travels is also a pledge commitment***

Thanking you and assuring you of our best services and cooperation at all times.

Yours truly,

For *Atassh Consultants.*



Prof. Fareedoon A Kapadia

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\_\_\_\_\_

Tel: \_\_\_\_\_

Fax: \_\_\_\_\_ Mobile \_\_\_\_\_

E-Mail ID: \_\_\_\_\_

Dated: \_\_\_\_\_

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