

Retail Management Training

Course Duration: 08 Hours

Course Code: HROT

1. Course Overview

Retail Management Training (Soft Skills) is designed to enhance interpersonal, communication, and customer-handling abilities required in the retail industry. This course focuses on building strong customer relationships, improving sales interactions, and developing a professional attitude to ensure exceptional in-store experiences and business growth.

2. What You'll Learn

- Effective communication skills for retail environments
- Customer engagement and relationship-building techniques
- Handling customer queries and complaints professionally
- Sales techniques and upselling strategies
- Body language and personality development
- Time management and teamwork in retail settings
- Conflict resolution and problem-solving skills
- Professional etiquette and grooming standards

3. Target Audience

- Retail store executives and sales associates
- Customer service representatives
- Store managers and supervisors
- Freshers looking to start a career in retail
- Professionals aiming to enhance soft skills in retail operations

4. Pre-Requisites

- Basic understanding of retail operations (preferred but not mandatory)
- Willingness to improve communication and interpersonal skills
- No technical background required

5. Course Content

Module 1: Introduction to Retail Soft Skills

- Importance of soft skills in retail
- Role of customer experience in sales

Module 2: Communication Skills

- Verbal and non-verbal communication
- Active listening techniques

Module 3: Customer Handling & Service Excellence

- Understanding customer behavior
- Dealing with difficult customers

Module 4: Sales & Upselling Skills

- Persuasion techniques
- Cross-selling and upselling strategies

Module 5: Personality Development & Grooming

- Professional appearance
- Confidence building

Module 6: Teamwork & Time Management

- Collaboration in retail teams
- Managing work efficiently

Module 7: Conflict Resolution & Problem Solving

- Handling conflicts professionally
- Decision-making skills

