Skills4Retail
Building sustainable growth

Selling in Retail 2025

Online Training



Funded by the European Union. Views and opinions expressed are, however, those of the author(s) only and do not necessarily reflect those of the European Union or the European Education and Culture Executive Agency (EACEA). Neither the European Union nor the granting authority can be held responsible for them.

Co-funded by the European Union

Skills4Retail
Building sustainable growth



Meet the speaker

Charlie Boyle

Tutor

Retail Ireland Skillnet

Co-funded by
the European Union

Skills4Retail
Building sustainable growth

Agenda

1. Introductions
2. Objectives
3. What is Selling ?
4. Modern Selling
5. Selling Skills
6. Why do people Buy ?
7. Ethical Persuasion



Co-funded by
the European Union

Introductions

In Zoom

Your Name

Company

Your Role in Sales



Skills4Retail
Building sustainable growth

The Objectives of Today

To have a look at Retail Selling in 2024 and see where small 1% changes and adjustments can help to make differences.

Co-funded by the European Union

Selling is the process of exchanging goods, services, or ideas for money or value. It involves persuading or convincing a customer to make a purchase, typically by demonstrating the value or benefits of a product or service that satisfies their needs or solves a problem.



Co-funded by
the European Union

Key Aspects of Selling

1. **Understanding Customer Needs:**
   - Identifying and analysing what the customer is looking for or what problem they are trying to solve.
2. **Building Relationships:**
   - Establishing rapport and trust with potential buyers, making them comfortable with the interaction.
3. **Offering Solutions:**
   - Presenting a product or service that meets the customer's needs or improves their situation.
4. **Communicating Value:**
   - Highlighting the unique benefits, features, and advantages of the product, showing how it will help the customer.
5. **Handling Objections:**
   - Addressing concerns, questions, or doubts the customer may have to clear up any misunderstandings.
6. **Closing the Sale:**
   - Finalising the transaction by getting the customer's commitment to purchase the product or service.
7. **Follow-up and Aftercare:**
   - Ensuring the customer is satisfied post-purchase and potentially encouraging future purchases or loyalty.

Co-funded by the European Union

Modern Selling – 2024 Style

The Purpose of Selling:

The goal of selling is not just to complete a transaction but to fulfill the customer's needs in a way that creates satisfaction, loyalty, and trust. Successful selling often involves providing value, building long-term relationships, and aligning products with the customer's desires or problems.

Selling in Modern Retail:

In today's retail environment, selling is more customer-centric, focusing on creating exceptional experiences, providing personalised solutions, and integrating technology for convenience, such as online shopping, mobile payments, and social media engagement. It's less about aggressive persuasion and more about understanding and aligning with what the customer wants.

Co-funded by the European Union

Skills of Selling

Product Knowledge

Digital Skills

Human Skills

Co-funded by
the European Union

Human Skills 2024

HUMAN SKILLS INSTITUTE ©

Interpersonal and Communication Skills

- Connecting through Storytelling
- Cross-Cultural Understanding
- Diversity, Equality, Belonging and Inclusion
- Community Building and Social Impact
- Effective Communication
- Emotional Intelligence
- Having Difficult Conversations
- Teamwork and Collaboration
- Compassion
- Empathy

Leadership and Self-Management Skills

- Accountability
- Empowerment
- Resilience
- Self-Motivation and Discipline
- Stress Management
- Time Management
- Vision and Values Creation
- Wellness in the Workplace
- Work-Life Balance

Specialised Knowledge

- Digital Integrity
- Ethical Judgment and Integrity
- Sustainability Awareness

Innovation and Creativity

- Adaptability
- Creative Problem Solving
- Decision Making
- Design Thinking
- Entrepreneurial Mindset
- Growth Mindset
- Innovation in Business Models

Human Skills of Selling

Emotional Intelligence

Storytelling

Cross Cultural Understanding

Social Impact

Sustainability Awareness

Co-funded by
the European Union

Why do people buy ?

- **People buy for a variety of reasons, and their motivations can be complex, influenced by emotional, psychological, social, and practical factors. Here are some key reasons why people make purchases:**
- **1. To Solve a Problem or Meet a Need**
- **2. Desire for Convenience**
- **3. Emotional Satisfaction**
- **4. Social Influence and Status**
- **5. Aspirational Purchases**

Co-funded by
the European Union

Why do people buy ?

- **6. Identity and Self-Expression**
- **7. Value and Quality Perception**
- **8. Fear of Missing Out (FOMO)**
- **9. Trust and Relationships**
- **10. Habitual Behaviour**
- **11. Curiosity or Novelty**

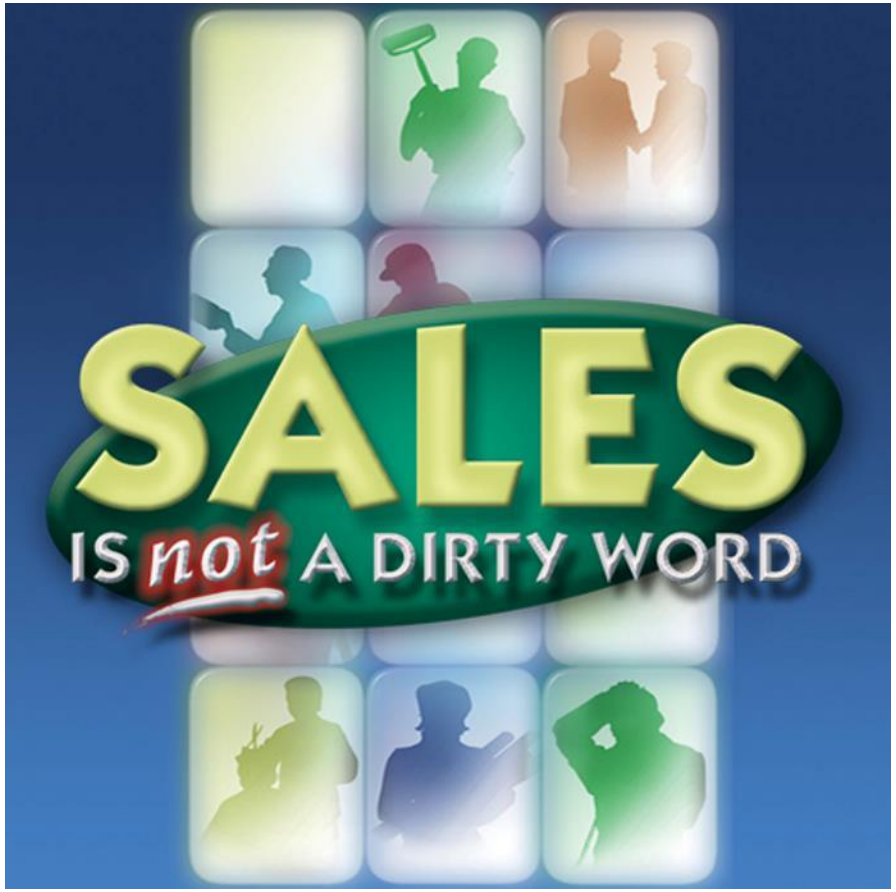
Co-funded by
the European Union

Why do people buy ?

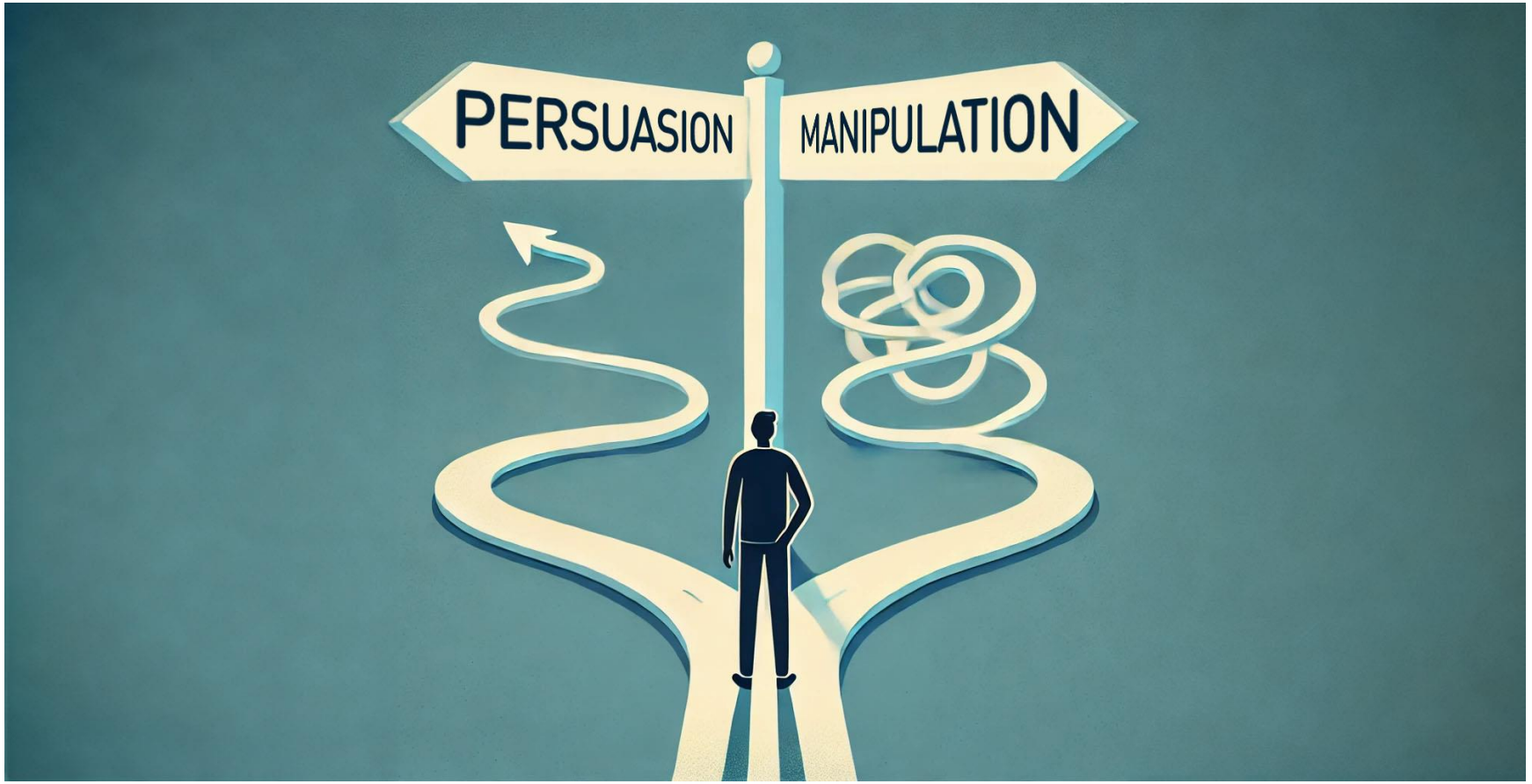
- **12. Promotions and Discounts**
- **13. Influence of Marketing and Advertising**
- **14. Security and Risk Avoidance**
- **15. Support of Causes or Values**
- **16. A Good Story**
- **Understanding these motivators helps businesses craft effective marketing strategies and offer solutions that resonate with their target audience.**

Co-funded by
the European Union

Sales is not a dirty word



Ethical Persuasion



Co-funded by
the European Union

Ethical Persuasion

1. **Transparency:**
2. **Honesty:**
3. **Respect for Autonomy:**
4. **Fairness:**
5. **Consistency with Values:**
6. **Empathy:**
7. **Building Trust:**
8. **Informed Consent:**
9. **Avoidance of Psychological Manipulation:**
10. **Long-term Relationship Focus:**



Co-funded by
the European Union

6 Pillars

Integrity

Personalisation

Empathy

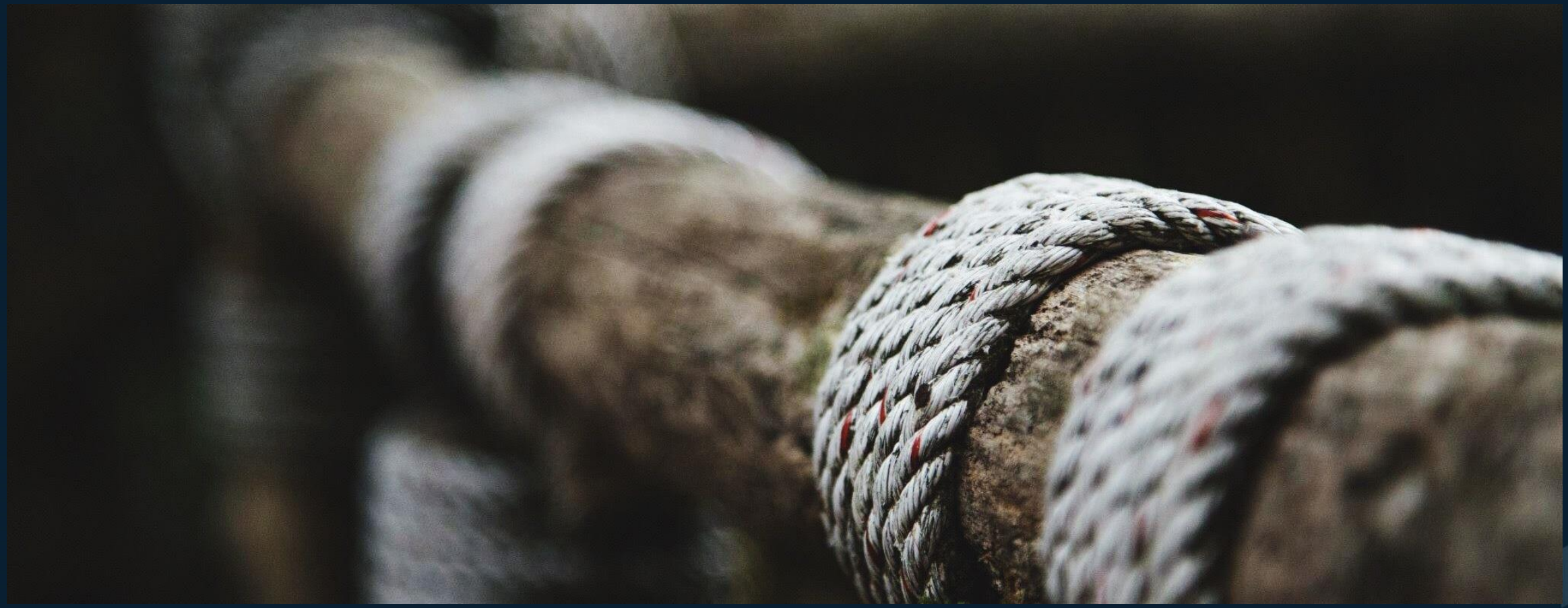
Resolution

Time and Effort

Expectation

Co-funded by
the European Union

What’s out there



Co-funded by
the European Union

Thank you very much



Co-funded by
the European Union