

# Selling in Retail 2025

Online Training



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Meet the speaker  
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# Agenda

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



# Introductions

In Zoom

Your Name

Company

Your Role in Sales



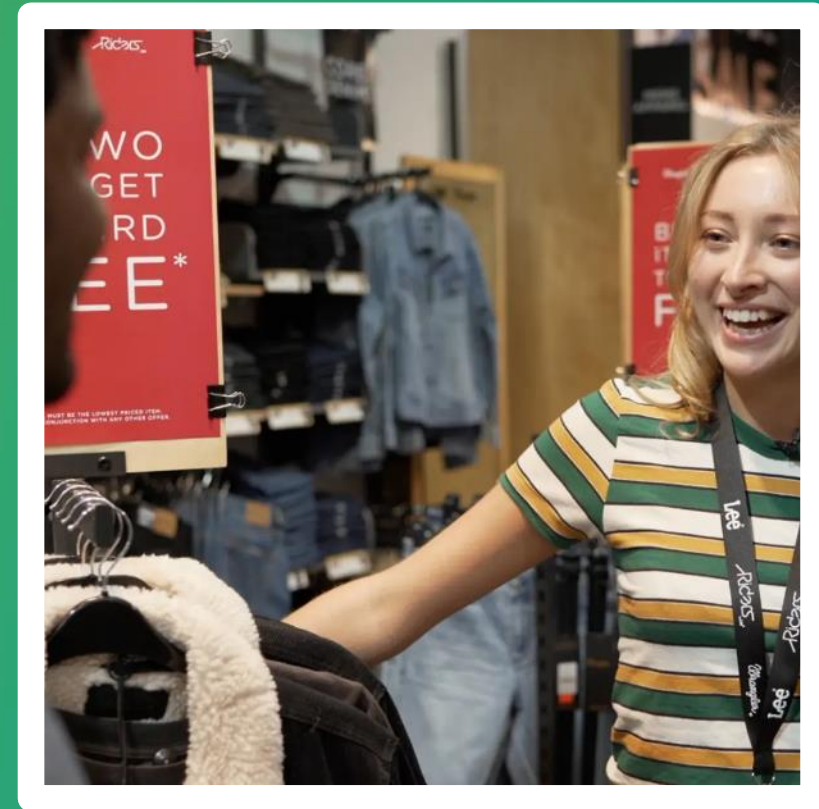
## The Objectives of Today

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

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**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.

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# 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.

# 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.



# Skills of Selling

**Product Knowledge**

**Digital Skills**

**Human Skills**

## 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

# Human Skills 2024



## 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**

# 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**

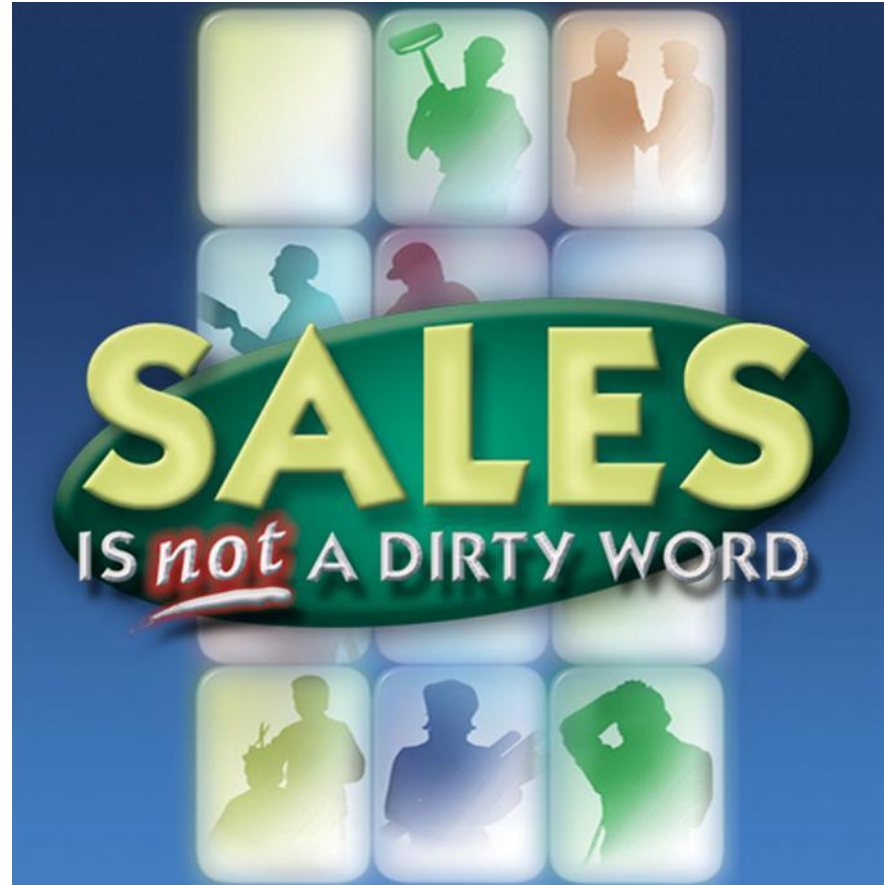
# Why do people buy ?

- **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**

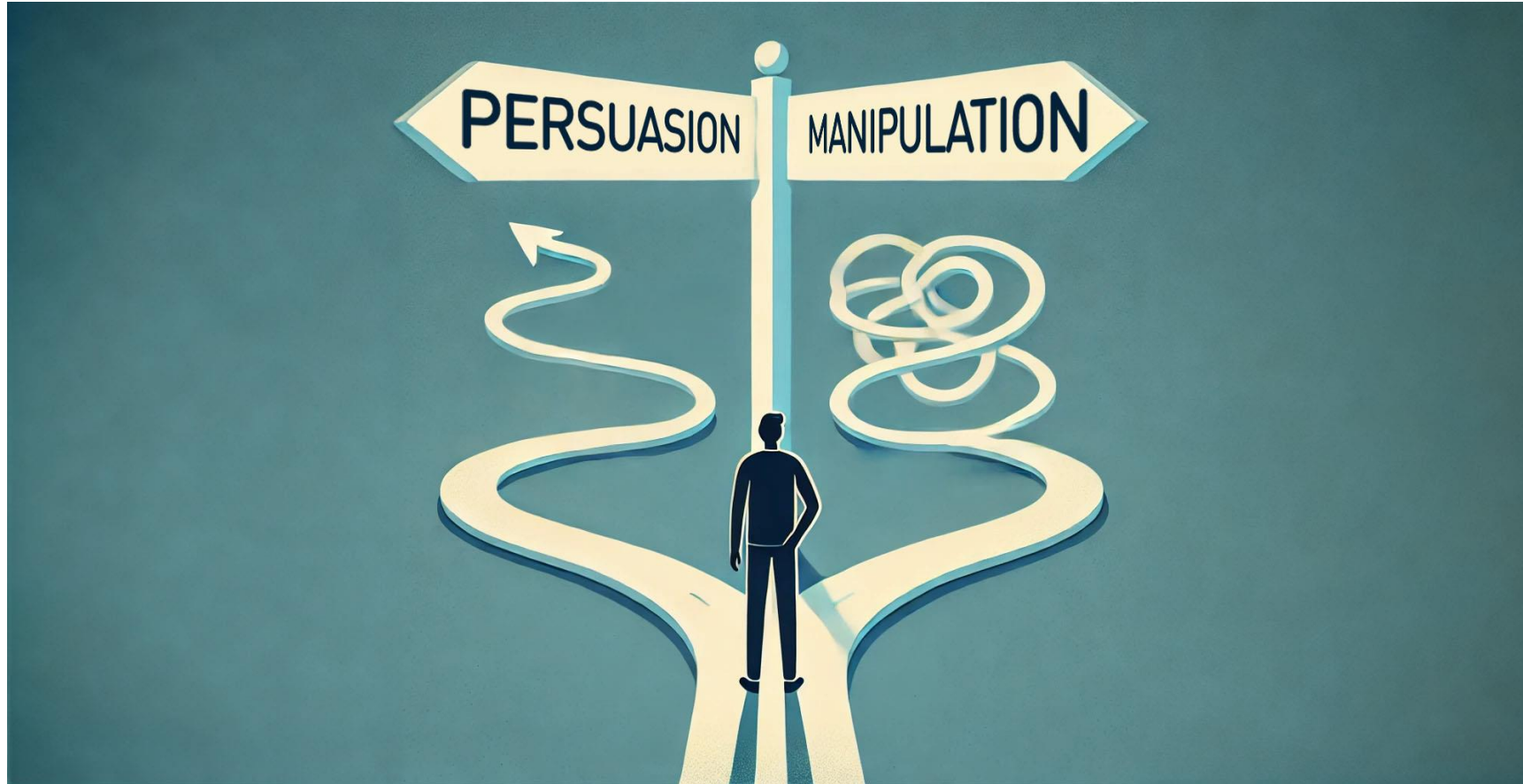
# Why do people buy ?

- **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.**

# Sales is not a dirty word



# Ethical Persuasion





# 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:



# 6 Pillars

**Integrity**

**Personalisation**

**Empathy**

**Resolution**

**Time and Effort**

**Expectation**

# What's out there



# Thank you very much

