

Course Name: Increasing Sales in Retail

Course Overview:

This training program focuses on increasing sales of cellular accessories and increasing ARPU (Average Revenue Per User) numbers in both a retail and business environments. TESSCO has extensive experience in the accessories market and has transitioned this expertise into a comprehensive training program. The training will be delivered by one of our experienced instructors using any of the following methods: a traditional classroom environment, a webinar, or you may even opt for a self-paced version.

Course Length: 1 day for instructor-led seminar

Who should attend?

- Business Sales
- Retail Sales
- Telesales Representatives
- Resellers
- Customer Service and Tech. Support
- Support staff
- Sales Managers
- Executive Staff

You will learn:

- How to increase sales of wireless applications and accessories
- Investigation and qualification questions
- Ability to match all cellular solutions with specific types of buyers
- Identify and describe the key types of accessories available, how they are used, and the benefits of each to your customers.
- The impact of BlueTooth and related applications
- The current state of the Wireless Data Market
- The importance of Data Devices – smartphones, data cards, and multi-purpose handsets
- Utilize the consultative selling process to recommend the right product(s), look for up-selling opportunities, as well as learning how to close the sale the first time therefore reducing repeat customer visits
- How to close the sale and keep the customer from buying elsewhere – lock up all possible add-on sales during the first visit, reduce repeat traffic, stop the losses to other retailers or the web

Prerequisites: None

Customizable Course: Yes

Course Content:



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Overview of the Retail Market

- Trends
- Industry and Applications
- Types of Customers

Increasing Sales

- Strategic product sales
- Recurring Revenue and ARPU
- Selling Correct Solution

The Customer

- Understanding Reasons for Purchasing
- Key Buying Influences

Reasons for Purchasing

- Business Applications
- Common Consumer Applications
- Matching Applications to Products

Consultative Selling

- Understanding your Customer
- Asking Qualifying Questions
- Proper Investigation
- Recommending the “RIGHT” product(s)
- Explaining Benefits
- Closing the Sale

Types of Accessories

- Chargers, Batteries and Power
- Headsets & Bluetooth
- Items to Increase Efficiency
- Memory Cards and Adapters
- Datacards and Antennas
- Music and Entertainment
- Image/Status Symbol Items

The Power Of BlueTooth

- Why the buzz?
- Key Applications
- Selling BlueTooth Accessories
- The Future of BlueTooth

Wireless Data – 3G and Beyond

- The Current Market of Wireless Data



- Growth Path of Wireless Data – CDMA Path versus GSM Path
- Wireless Data Devices
- Non-Cellular Wireless Data Technologies

The Future of Retail

- Upcoming Applications
- The Future of Competition

