Training and Development Programmes for the Flooring Industry

Selling Skills Training

- Course Outlines and Programmes
ABOUT THE FLOORING GUILD
The Flooring Guild was founded in 1999 by a group of like minded individuals who wished to raise standards in the flooring and floorcoverings industry through training and educational programmes.

We do not have shareholders in the conventional sense. Instead we are a not for profit organisation which means that all surplus income and sponsorship is returned to our members in terms of training support. We aim to provide visible recognition for the most professional individuals within the industry and give competitive advantage to the companies who employ them.

Membership of The Flooring Guild is open to all individuals and companies who demonstrate a genuine commitment to raise the standards of knowledge and service within the industry.

We provide practical help for individuals who wish to improve their personal knowledge and skills as well as assistance to companies in creating a development programme suitable for the needs of their business and staff.

We actively seek funding which we use to subsidise training and development for our Members. Further information about The Flooring Guild can be found on www.flooring-guild.co.uk

FINANCIAL HELP FOR TRAINING
Flooring Guild courses are open to anyone employed in the flooring industry.

However, we have a training budget which is used exclusively to subsidise skills training for the benefit of our Members. Whether it’s Induction Training for new staff or a Skills Development Programme for experienced ones, financial help may be available. For more information, please telephone 01480 471476 or use the enquiry form on our website.

HOW WILL TRAINING HELP MY BUSINESS?
Today’s Customers are better informed, more selective and more demanding than ever before and businesses that ignore this fact do so at their peril. The challenge for the industry is how we respond and, indeed, take advantage of this situation. The answer lies in a better-trained staff who understand their Customers and know how to deal with them in the most effective way.

Training has a vital role to play in the success of all businesses and it is unfortunate that so many companies fail to recognise its true value. They often spend large sums of money on advertising, display systems and other mechanisms for “selling the product” but very little on developing the ability of their staff.

CAN THE FLOORING GUILD REALLY HELP?
You may think that no one else will understand your business and that training will be a waste of money.

Please think again. Our courses are written and presented BY flooring people FOR flooring people.

All of our trainers have graduated “from the shop floor” and have been able to combine practical retail experience with textbook theory into a comprehensive and effective training resource.

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36 Meadowsweet, Eaton Ford, St. Neots, Cambs. PE19 7GR
Tel: 01480 471476 email: info@flooring-guild.co.uk
WHAT SORT OF TRAINING SHOULD I CONSIDER?
New staff benefit enormously from a well-planned induction programme and existing staff can build on their knowledge through our skills development programmes. Experienced staff may prove their competence by working towards the Diploma in Retail Floorcoverings, the details of which can be found on our website.

The Flooring Guild offers over 40 “off the shelf” training modules including Product Knowledge, Planning and Estimating, Selling Skills, Customer Service and Management Training. The courses outlined in this document are just a small selection of those available.

A full list of training modules can be found on www.flooring-guild.co.uk but please remember that each module can be amended as necessary to suit your particular needs. If what you are looking for is not currently available we may be able to create a programme according to your specific requirements.

In addition, we work with other providers to offer our members and clients “one-stop” access to a wide variety of educational programmes and materials. For further information, please telephone 01480 471476 or use the enquiry form on our website.

REGIONAL TRAINING
Much of our training takes place at our purpose built training and conference centre at St Neots in Cambridgeshire. However, in response to demand, we run selected training courses at regional locations throughout the year. For details of the current schedule, please visit our website or call us on 01480 471476.

IN-HOUSE TRAINING
If required, most of our programmes can also be delivered “in-house” which is the perfect solution if you have a group of people with the same training requirement.

In these circumstances, it can be the most cost-effective option since the course is then delivered at a location of your choice minimising travelling and accommodation expenses for those attending.

All our programmes can be tailored to reflect the needs and nature of your business. For further information about In-House training please telephone 01480 471476 or use the enquiry form on our website.

DISTANCE LEARNING PROGRAMMES
For convenience a number of our programmes are available as distance learning materials allowing you to study at your own pace and at a time that suits you.

For further information about Distance Learning Materials please telephone 01480 471476 or use the enquiry form on our website.

FURTHER INFORMATION AND COURSE BOOKINGS.
To discuss your training requirements in more detail without obligation, make a reservation on any of our courses or check current availability, please telephone 01480 471476 or use the enquiry form on our website.
Introduction to Retail Selling Skills
(1 Day Programme)

Course Outline

Who will benefit?

This course will benefit anyone new to the carpet and furnishing industry or those without previous formal training. It will also help managers and service personnel who have frequent contact with the buying public. It provides an introduction to Professional Retail Selling Skills, which are essential in creating business in a retail environment. Learn to sell effectively in a relaxed common sense manner without resorting to gimmicks and high pressure.

The course offers practical guidance, embracing good old-fashioned Customer care updated with modern thinking.

Objectives

By the end of the course delegates will:

- Understand what makes people buy and how they select a supplier
- Understand the principles of selling and have practised the key skills involved
- Be aware of “Body Language” and its impact
- Have learned the difference between needs and wants and how to create them
- Use a framework which ensures efficient communication
- Be able to analyse their performance and identify which skills require improvement
- Have produced a personal action plan to improve or maintain future performance

Style

The course is based on practice and participation with formal teaching kept to a minimum. The concepts are reinforced by exercises which are relevant to selling performance.

The course may be looked on in two parts. The early sessions examine the principles of selling that must be used in any sales situation. The later sessions develop a practical framework that puts this theory into practice.

The course is tailored to the needs of the individual by incorporating learning activities such as role plays which use the company's own products and services.
Introduction to Retail Selling Skills
(1 Day Programme)

Outline Programme - Morning Session

09.45 am  Coffee Available

010.00 am  Welcome and Introductions
Overview of Course Objectives

An overview of selling
- What is selling?
- What makes us buy?
- This session examines the principle of identifying the wants and needs of the Customer which can be satisfied by the benefits of the product

Communication
- What is it?
- The importance of body language

How people buy
- The difference between men and women as Customers
- Adapting your selling strategy to take account of those differences

Coffee

What is selling?
- An introduction to a Structured Sale

Acknowledging the Customer
- How does a Customer feel when entering a “selling” environment?
- How can we use this to our advantage?
- The importance of first impressions

Approaching the Customer
- Timing and method of approach are examined and discussed
- Creating the right impression
- Understanding and using the Customer’s body language to increase our chances of success
- Emphasis is placed on taking the appropriate action depending on the initial reaction of the Customer

Establishing the Needs of the Customer - part 1
- What do we need to know?
- What would we like to know?
- Syndicate exercise

Lunch
Establishing the Needs of the Customer - part 2
- Asking the correct questions to identify the wants and needs of the Customer
- The principles of asking questions

Communication Skills
- The processes of communication are examined and applied to the selling situation
- Listening and checking skills are given particular prominence
- Active listening
- Summarising and checking

Presenting the Right Product in the Right Way
- Appealing to the Customer's senses of hearing, sight and touch to create interest in the product
- Time is devoted to differentiating between features and benefits
- Syndicate exercises are used to make these concepts relevant to the products
- Delivering the features and benefits which match the wants and needs of the Customer.

Tea

Overcoming Reservations
- Identifying concerns and reservations
- Qualifying concerns and reservations
- Dealing with reservations in a non-adversarial manner which encourages mutual problem solving

Closing the sale
- Agreeing a commitment to purchase.
- What commitment should be asked for?

Looking for extra business
- What else can I sell?
- Syndicate exercise
- Role play exercises

Personal performance action planning

Course review

5.00 pm  End of Course
Delegates will be given comprehensive course notes
Professional Retail Selling Skills
(2 Day Programme)

Who will benefit?

This course will benefit anyone in the flooring and furnishing industry irrespective of previous training or experience.

Throughout the programme we present the results of comprehensive consumer research to give an unparalleled insight into what Customers really want. This leads to a careful analysis of the skills required to be a Sales Professional as proven by top salespeople throughout the world. The theory is then combined with practical examples to provide an excellent framework for the conscientious Salesperson to enhance his or her career.

If the techniques and principles demonstrated are put into practice the confidence generated will be apparent to all Customers and are guaranteed to result in improved sales and profitability.

Objectives

By the end of the course the delegates will:

- Understand their role and responsibilities to the Customer and their Company
- Understand what makes people buy and how they select a supplier
- Understand the principles of selling and have practised the key skills involved
- Be aware of “Body Language” and its impact
- Have learned the difference between needs and wants and how to create them
- Have practised opening a sale and learned the importance of first impressions
- Understand how to create interest by using the senses of hearing, sight and touch
- Have learned how to deal with questions and how to handle concerns and reservations
- Understand how to close a sale, generate extra business and learned how to build a good long term Customer relationship
- Have produced a personal action plan to improve or maintain future performance

Style

The course is based on practice and participation with formal teaching kept to a minimum. The course may be looked on in two parts. The early sessions examine the principles of selling which must be used in any sales situation. The later sessions develop a practical framework which puts this theory into practice.
09.45 am  Coffee Available

010.00 am  Welcome and Introductions
Overview of Course Objectives

An overview of selling
- What is selling?
- What makes us buy?
- This session examines the principle of identifying the wants and needs of the Customer which can be satisfied by the benefits of the product
- Motivating the Customer to buy

What is a Salesperson?
- A workshop session on the role of the Salesperson and the Customer's perception of salespeople in general

Coffee

Communication
- What is it?
- The importance of body language

How people buy
- The difference between men and women as Customers
- Adapting your selling strategy to take account of those differences
- The decision-making processes of the Customer are analysed, looking at a stepwise approach to buying

Generating business
- Passing trade
- The power of advertising
- The Salesperson and recommendation

What is selling?
- An introduction to a Structured Sale

Acknowledging the Customer
- How does a Customer feel when entering a “selling” environment?
- The importance of first impressions
- Syndicate exercise

Lunch
Approaching the Customer
- Timing and method of approach are examined and discussed
- Creating the right impression
- Understanding and using the Customer's body language to increase our chances of success
- Emphasis is placed on taking the appropriate action depending on the initial reaction of the Customer
- Syndicate exercise
- Role play exercises

Establishing the Needs of the Customer - part 1
- What do we need to know?
- What would we like to know?
- Asking the correct questions to identify the wants and needs of the Customer
- The principles of asking questions
- Syndicate exercise
- Role play exercises

Tea

Communication Skills
- The processes of communication are examined and applied to the selling situation
- Listening and checking skills are given particular prominence
- Active listening
- Summarising and checking
- Syndicate exercise
- Role play exercises

Establishing the Needs of the Customer - part 2
- Role play exercises

Review of day one
Personal performance action planning

5.00 pm Day ends
09.45 am Coffee Available

01.00 am Review of day one
- Feedback from delegates

Presenting the Right Product in the Right Way
- Appealing to the Customer’s senses of hearing, sight and touch to create interest in the product
- Time is devoted to differentiating between features and benefits
- Delivering the features and benefits which match the wants and needs of the Customer
- Syndicate exercise
- Role play exercises

Coffee

Checking
- Involving the Customer in the choice
- Checking that Customer’s needs are all satisfied
- Syndicate exercise
- Role play exercises

Overcoming Reservations
- Identifying concerns and reservations
- Qualifying concerns and reservation
- Dealing with reservations in a non-adversarial manner which encourages mutual problem solving
- Syndicate exercise
- Role play exercises

Lunch
Review of the Structured Sale to date

Closing the sale
- Agreeing a commitment to purchase.
- What commitment should be asked for?
- Syndicate exercise
- Role play exercises

Tea

Looking for extra business
- What else can I sell?
- Syndicate exercise
- Role play exercises

Personal performance action planning

Course review

5.00 pm  End of Course
Delegates will be given comprehensive course notes
Wood Flooring
Professional Selling Skills
(2 Day Programme)
Course Outline

Who will benefit?
This course will benefit anyone in the wood flooring industry irrespective of previous training or experience.

Throughout the programme we present the results of comprehensive consumer research to give an unparalleled insight into what Customers really want. This leads to a careful analysis of the skills required to be a Sales Professional as proven by top salespeople throughout the world. The theory is then combined with practical examples to provide an excellent framework for the conscientious Salesperson to enhance his or her career.

If the techniques and principles demonstrated are put into practice the confidence generated will be apparent to all Customers and are guaranteed to result in improved sales and profitability.

Objectives
By the end of the course the delegates will:

- Understand their role and responsibilities to the Customer and their Company
- Understand what makes people buy and how they select a supplier
- Understand the principles of selling and have practised the key skills involved
- Be aware of “Body Language” and its impact
- Have learned the difference between needs and wants and how to create them
- Have practised opening a sale and learned the importance of first impressions
- Understand how to create interest by using the senses of hearing, sight and touch
- Have learned how to deal with questions and how to handle concerns and reservations
- Understand how to close a sale, generate extra business and learned how to build a good long term Customer relationship
- Have produced a personal action plan to improve or maintain future performance

Style
The course is based on practice and participation with formal teaching kept to a minimum. The course may be looked on in two parts. The early sessions examine the principles of selling which must be used in any sales situation. The later sessions develop a practical framework which puts this theory into practice.
09.45 am  Coffee Available

010.00 am  Welcome and Introductions
Overview of Course Objectives

An overview of selling
- What is selling?
- What makes us buy?
- This session examines the principle of identifying the wants and needs of the Customer which can be satisfied by the benefits of the product
- Motivating the Customer to buy

What is a Salesperson?
- A workshop session on the role of the Salesperson and the Customer's perception of salespeople in general

Coffee

Communication
- What is it?
- The importance of body language
- How people buy
- The difference between men and women as Customers
- Adapting your selling strategy to take account of those differences
- The decision-making processes of the Customer are analysed, looking at a stepwise approach to buying

Generating business
- Passing trade
- The power of advertising
- The Salesperson and recommendation

What is selling?
- An introduction to a Structured Sale

Acknowledging the Customer
- How does a Customer feel when entering a “selling” environment?
- The importance of first impressions
- Syndicate exercise

Lunch
Approaching the Customer
- Timing and method of approach are examined and discussed
- Creating the right impression
- Understanding and using the Customer's body language to increase our chances of success
- Emphasis is placed on taking the appropriate action depending on the initial reaction of the Customer
- Syndicate exercise
- Role play exercises

Establishing the Needs of the Customer - part 1
- What do we need to know?
- What would we like to know?
- Asking the correct questions to identify the wants and needs of a Customer purchasing wood flooring
- The principles of asking questions
- Syndicate exercise
- Role play exercises

Tea

Communication Skills
- The processes of communication are examined and applied to the selling situation
- Listening and checking skills are given particular prominence
- Active listening
- Summarising and checking
- Syndicate exercise
- Role play exercises

Establishing the Needs of the Customer - part 2
- Role play exercises

Review of day one
Personal performance action planning

5.00 pm  Day ends
09.45 am  Coffee Available

01.00 am  Review of day one
  - Feedback from delegates

**Presenting the Right Product in the Right Way**
  - Appealing to the Customer's senses of hearing, sight and touch to create interest in the product
  - Time is devoted to differentiating between the features and benefits of the various types of wood flooring
  - Delivering the features and benefits which match the wants and needs of the Customer
  - Syndicate exercise
  - Role play exercises

**Coffee**

**Checking**
  - Involving the Customer in the choice
  - Checking that Customer's needs are all satisfied
  - Syndicate exercise
  - Role play exercises

**Overcoming Reservations**
  - Identifying concerns and reservations
  - Qualifying concerns and reservation
  - Dealing with reservations in a non-adversarial manner which encourages mutual problem solving
  - Syndicate exercise
  - Role play exercises

**Lunch**
Review of the Structured Sale to date

Closing the sale
- Agreeing a commitment to purchase.
- What commitment should be asked for?
- Syndicate exercise
- Role play exercises

Tea

Looking for extra business
- What else can I sell?
- Syndicate exercise
- Role play exercises

Personal performance action planning

Course review

5.00 pm End of Course
Delegates will be given comprehensive course notes