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The “Sell the Suite” Retail Store Chain

Destination retail stores raise average order size

Client Description

- **Retail**
- **Household Products**
- **Business-to-Consumer**
- **Retail Sales**

Problem

The new suite of products launched a few years earlier had been designed to be sold as part of a total package with this 40-year old company's industry-leading core product line. So far, only a few top performers had adopted a new sales strategy to consistently sell the \$2500 total solution. Most stores continued to sell a single item with an average order size of \$500.

To date, sales training had been delivered by Sales Experts within the organization. They lectured and provided handouts with key statements and questions. This had been adequate to support the product training for a simple solution. But sales results showed, the more complex sale was not being taught.

Corporate Training was charged with re-vamping their University's curriculum in order to teach current staff and new hires why, when and how to sell the complete solution. The Training team consisted of talented curriculum designers and expert facilitators. None of these folks considered themselves sales experts or sales training experts.

Changing the way current employees sell is never easy. When the Trainers do not possess the needed expertise the challenge is doubled. Add on the general resistance to selling such a high-ticket solution and the fact that Store Managers would have to change their old habits in order to coach.

Without a cohesive training and implementation solution, this company's substantial investment in research, development and manufacturing of their new product line was at risk.

Why Caras Training

In order to achieve results for their company, Corporate Training needed to partner with a Sales Training Organization who could teach them to sell a complex solution with credibility.

Caras Training is a team of Sales Experts who have taught thousands of people to sell since opening our doors in 1990. As individuals, our careers have included 15 years+ in professional field sales. With expertise in sales strategy, customer service strategy and professional development, we were the ideal fit to help this training team serve their internal clients and bring bottom line results.

We collaborated with Sales Management and Operations to adapt their historically successful sales process. Then, we developed highly interactive training to help learners see how easy it is to increase their average order size by 500%.



Process & Deliverables

Caras Training used a 3-person team of curriculum designers and trainers with sales expertise. We helped this client move from conception to roll-out using their in-house trainers in 6 months.

The process included:

I – Understand

- A. Initial meetings with Sales Management from all Divisions and Product Lines to learn their beliefs, challenges and goals.
- B. Review of current training materials videos, ad campaigns and product information.
- C. “Mystery Shopper” visits to 20 stores throughout the United States.

II – Recommendations and Action Plan

- D. Teach fundamental sales principles that include:
 1. Handling phone inquiries to bring prospects into store
 2. Moving prospects through the human buying process
 3. Uncovering needs that include saving of money and time plus improvement of health and comfort
 4. Presentation of product features and value and trial closing
 5. Cost justifying total system solutions to avoid price objections
 6. Closing for immediate action including options for financing
 7. Converting store visits for supplies only to total system sales opportunities
- E. Create Coach Version of Sales Training to help managers become experts quickly.
- F. Create Coaching follow-up tools and activities so store managers can reinforce and re-train as needed.

III – Develop & Deliver Scripting and Training

- G. Development and delivery of pilot 3-day classroom training program (21 hours for front line).
- H. Development and delivery of pilot 1 ½ -day classroom coach training program (12 additional hours for managers) with follow-up and reinforcement tools.
- I. Rewrite and re-organization based on observations and feedback.
- J. Trainer Training including co-delivery.

Results

Immediate results included:

- Trainers able to demonstrate sales techniques with authority.
- University program has a long waiting list of attendees as a result of change in training style and content.
- New product line sales now on target to meet corporate objectives.