



SALES EDUCATION ON HOW TO SELL TO NEW AND EMERGING MARKETS

WHO SHOULD TAKE THIS COURSE?

1. **RETAIL SALES ASSOCIATES, SALES MANAGERS, FLOORING INSTALLERS, INTERIOR DESIGNERS WHO HELP CLIENTS CHOOSE FLOORING, BUILDERS, CUSTOMER SERVICE REPS., MANUFACTURERS AND DISTRIBUTOR, HOME IMPROVEMENT STORE MANAGERS, REAL ESTATE PROFESSIONALS, STORE OWNERS**

Course Objectives and Curriculum Outline

What should students know and be able to do by the end of the course?

- Selling the educated customer through and efficient use of technology. Understanding the ZERO Moment of Truth buying cycle and its impact on forever changing consumer demands.
- Customer Relationship Management. Delivering impactful customer service to improve retention rates and increase repeat and referral business.
- Understanding how to use product knowledge, room visualizers, and features/benefits to overcome objections and close more sales.
- Design checklists to lessen consumer complaints, improve the customer experience and differentiate your business practices from your competitors.
- Cultivate a responsible mentality to build leadership skills.
- Knowledge in the consumer's growing environmental, sustainability, and health concerns since COVID.
- Understanding how to explain LEED certification, reducing waste, VOC's, and energy efficiency to the consumer.
- Aging in-place flooring standards- installation techniques, design, problem-solving, and safety to meet the growing older American population and work successfully with builders.
- Using the showroom floor to properly demonstrate and maintain products.

Learning Materials:

Floor Covering Basics Manual, Mark Farnsworth

Red Hot Customer Service, Lisbeth Calandrino

Videos highlighting products and customer service.

- **Assessment Methods:**

Self-assessment, how did you do?
Quiz and exams.
Feedback on the course's effectiveness.

- **Certificate**

- For students successfully completing the course.

- **Documentation:** Keep records of course materials, student work, and assessments for future reference and to demonstrate the course's effectiveness.

- **Feedback and Evaluation from students to improve.**

- Additionally, evaluate the course's success in meeting its objectives.
- Continuously gather feedback from students to improve the course.

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