

**School of Horticulture, Hairdressing and Applied Therapies**

**VTCT Level 2 Certificate in Retail Knowledge (Beauty)**

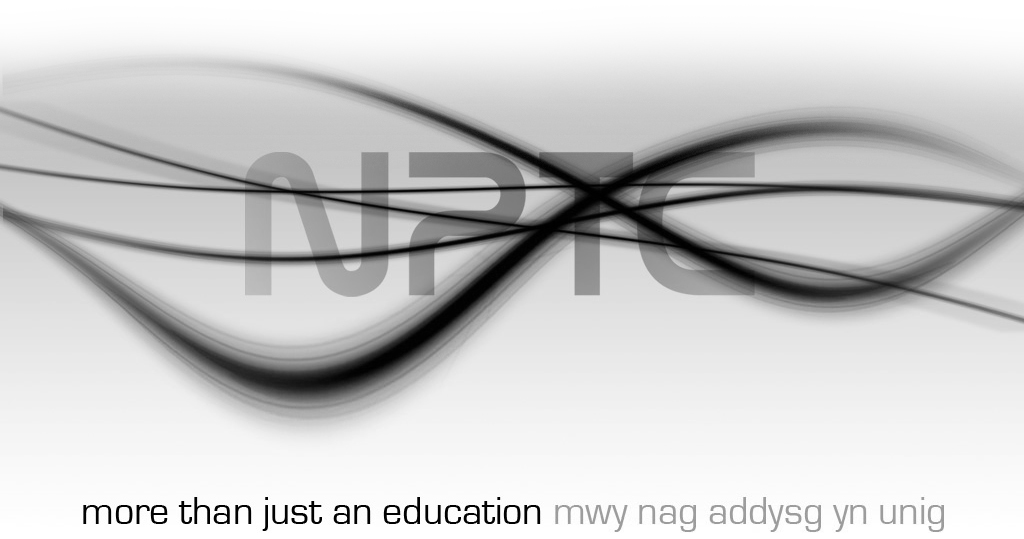
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| **Qs** | **√ or X** | **Comments** |
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| **14.**  **Literacy Alert:** |  |  |

**UV20360 – Understanding**

**The Retail Selling Process**

**Workbook 3**

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| **Name:**  **Group:**  **Date of completion:**  **Tutor signature:** |



**UV20360**

**Understanding The Retail Selling Process**

**Complete all questions in this workbook.**

1. Outline the five steps of the selling model.

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2. Explain why an effective rapport needs to be created with customers.

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3. Explain the importance of effective questioning to the sales process.

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4. Explain how linking benefits to product features helps to promote sales.

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5. Explain why products must be matched to customer needs.

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6. Explain the importance of closing the sale.

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7. Define ‘open’ and ‘closed’ questions and state the purpose of each in the selling process.

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8. Define what is meant by ‘probing’ questions and state the purpose of these in the selling process.

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9. Identify questions which can be used to establish sales opportunities.

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10. Explain how comprehensive and up-to-date knowledge can be used to promote sales.

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11. Describe how the features and benefits of products can be identified and matched to customers’ needs.

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12. Describe a range of methods for keeping product knowledge up-to-date.

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13. State what is meant by a ‘buying signal’ and describe the main buying signals the salesperson needs to look for.

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14. Describe the main ways of closing sales.

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