



London TDM

# Customer Service and Sales Training Courses

**Course Venue:** Malaysia - Kuala Lumpur

**Course Date:** From 28 June 2026 To 02 July 2026

**Course Place:** Royale Chulan Hotel

**Course Fees:** 6,000 USD

## Introduction

This 5-day course is designed to equip retail professionals with the skills and knowledge necessary to optimize sales and enhance customer experiences in-store. Participants will learn strategies for engaging customers, closing sales efficiently, and creating a store environment that keeps customers returning. The course combines theoretical knowledge and practical exercises to ensure a comprehensive learning experience.

## Objectives

- Understand the fundamentals of retail sales and customer service.
- Learn how to create a welcoming and engaging store environment.
- Master techniques for effective communication and sales skills.
- Implement strategies to increase customer satisfaction and loyalty.
- Evaluate store performance and customer feedback for continuous improvement.

## Course Outlines

### Day 1: Fundamentals of Retail Sales

- Introduction to retail sales and its importance
- Understanding customer needs and behavior
- Essential sales techniques and strategies
- Building rapport and fostering relationships with customers
- Identifying and leveraging unique selling propositions (USPs)

### Day 2: Creating a Positive In-Store Environment

- Designing a customer-friendly store layout
- Utilizing visual merchandising effectively
- Importance of cleanliness and organization in retail spaces
- Creating an atmosphere through lighting, music, and scent
- Ensuring accessibility and comfort for all customers

### Day 3: Enhancing Customer Interaction and Engagement

- Developing excellent communication skills for retail
- Techniques for active listening and empathy
- Handling customer objections and complaints gracefully
- Encouraging repeat business and building customer loyalty
- Utilizing technology to engage customers in-store

### Day 4: Maximizing Sales Opportunities

- Upselling, cross-selling, and suggestive selling techniques
- Identifying sales trends and seasonal opportunities
- Inventory management and product placement
- Effective use of promotions and discounts
- Leveraging data and analytics to boost sales

## **Day 5: Measuring and Improving Customer Experience**

- Collecting and analyzing customer feedback
- Setting and measuring key performance indicators (KPIs)
- Implementing continuous improvement plans
- Training and empowering staff to deliver exceptional service
- Building a culture of customer centricity within the team