

JOB ROLE – SALES ASSOCIATE

Sector – RETAIL
(Qualification Pack Code: RAS/Q 0104)



PSS Central Institute of Vocational Education
Shyamla Hills, Bhopal – 462 013 , Madhya Pradesh, India

www.psscive.ac.in

UNIT 04: SPECIALIST SUPPORT TO CUSTOMERS

Session 2: Techniques to Encourage Customers to Buy Products

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Session Objectives

The students will be able to:

- ❑ Explain consumer motivation.
- ❑ State the customer service policy.
- ❑ Demonstrate the steps for customer handling.
- ❑ Practice the techniques to encourage customer loyalty.

Introduction

Consumer motivation is an internal state that drives people to identify and buy products or services that fulfil conscious and unconscious needs or desires. Motivation levels vary from individual to individual. For selling products retailer has to understand feelings, thoughts and beliefs of customers.

Ways to Motivate Customers to Buy

PROMOTE POSITIVITY

INFORM THE CUSTOMER

OFFER TESTERS

**ENCOURAGE BRAND
LOYALTY**

**COMMUNICATE A
CONSISTENT MESSAGE**

IMPROVE BRAND IMAGE

1. Promote Positivity

Positivity has the ability to persuade, inspire and motivate.

For example,

An engaging retail experience with strong customer service will generate positive emotions, and promoting positivity.

2. Inform the Customer



When you are attempting to influence a customer's thinking, it is important that the sales associate focuses on the benefits of the product or service and what it can do for them.

3. Offer Testers

Offer testers motivate the customer to buy the product to test it. Testers enable uncertain customers to try out your product or service.



4. Encourage Brand Loyalty

Stronger offers or incentives to customers is an excellent way to motivate repeat customer.



5. To Communicate A Consistent Message

Communication plays a vital role to motivate customers. Thus, it is important to develop a clear and compelling message deliver to customers.



6. To Improve the Brand Image

Consumer's decisions are hugely influenced by their awareness and relationship with your brand.



Customer Service Policy

A customer service policy is a written document that includes:

- ❖ How employees should deal with the customers who are not satisfied.
- ❖ How employees should behave with the customers.
- ❖ Objective is to understand customer value.



Policies for Giving Information to Customers

Customer service policy is like a set of rules and a path, which when followed will lead to empowerment of the employees as well as ensuring that customers are satisfied with the services of the company.



How to deal when informing customers?

- Be polite and friendly with the customer.
- Respect customer differences like values, cultures and beliefs.
- Respect dignity of all customers.
- Listen carefully and respond in an attentive way to customer inquiries.
- Protect confidentiality of information.
- Acknowledge customers by name.
- Introduce himself or herself by name and role.

Steps for Customer Handling

When customer complains sales associate take it seriously.




For employee complaint matter taken up to store manager.
Complaint must be documented.



Action must be taken by sales associate or store manager.



If the complaint is not resolved at store level by sales associate/store manager then inform to head office.



For regular complaint prepare action plan.



Evaluation.

Techniques to Encourage Customer Loyalty

1. Keep Customer Informed

2. Send hand written notes

3. Talk to the customers

4. Remember important occasions

Summary

In this session, you have learnt about the meaning of motivation, different ways to motivate customers, customer service policy, steps for customer handling, policies for giving information to customers, steps for customer handling and techniques to encourage customer loyalty.

Project Coordinator : Dr. P. Veeraiah

Assistance
Dr. Teena Mishra



Joint Director
PSS Central Institute of Vocational Education
Shyamla Hills, Bhopal – 462013 , Madhya Pradesh, India

E-mail: jdpsscive@gmail.com
Tel. +91 755 2660691, 2704100, 2660391, 2660564
Fax +91 755 2660481
Website: www.psscive.ac.in