

Sales and Service Training Systems

The worlds of 'selling' and 'customer service' almost always intersect and collide in our projects, resulting in a combined approach to training that drives both revenue and customer satisfaction.

Our sales and service training systems work because:

1. The program content (*the "how to" sell and serve*) is always customized to your products, service model and culture. Your staff will discover an approach to selling and service that is non-threatening, easy to use, and highly enjoyable to put into practice. Plus, it works!
2. The Implementation Strategy (*the process for actually training your front line staff*) will fit the realities of your world. Since classroom training isn't always the best or most realistic approach for training your full and part time staff, manager led, self-directed, online or blended learning models are all possible. You'll get a practical process for training your new and existing staff that will work both today and in the future.
3. Your training isn't a 'one shot deal'. We'll create and implement a Reinforcement Strategy that will keep your sales and service program alive in your stores for months and years to come. It will become part of the daily fabric of your store operations.
4. We design Selling Systems ... not selling programs. **What's the difference?** It's simple. In the past you've probably offered a lot of training 'programs' that produced what we call the "48 hour effect"; meaning behaviours changed for about 48 hours and then reverted back to where they were in the first place. A program is a one shot deal, a flavour of the month initiative that rarely gets results.

A *Selling System* is very, very different. Of course you'll have the heart of the 'program' that teaches staff the right behaviours, but more importantly, we'll create a system that integrates the Selling program into daily store operations and into every other significant training initiative that already exists in your company. Your new selling system will become a way of life in your stores that never, ever fades away. We promise.

We've won awards for our approach to Sales and Service Training.

Are you ready to sell more? Get GRAFF.