

LAPT

LONDON ACADEMY OF PROFESSIONAL TRAINING

CERTIFICATE

Fundamentals of Retail Etiquette & Upselling

Workshop Level



LAPT — London Academy of Professional Training

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Reference RT-RSC-W • Retail Centres

UKPRN 10067351 • Registered in England and Wales, company 4984798

AT A GLANCE

REFERENCE	RT-RSC-W
AWARD	Certificate
ASSESSMENT	440 marks — 264 to pass (60%)
PREREQUISITES	None
VALIDITY	Lifetime
AWARDING BODY	LAPT — London Academy of Professional Training

CURRICULUM

1

Creating Memorable Shopping Experiences

3 chapters · 12 classes

90 marks

• 1 Understanding Customer Needs and Personalization — 4 classes

› 1.1 Identifying Customer Needs Through Active Listening

› 1.2 Building Rapport to Enhance Personalization

› 1.3 Tailoring Product Suggestions for Unique Preferences

› 1.4 Implementing Feedback for Improved Customer Solutions

• 2 Creating an Inviting Store Atmosphere — 4 classes

› 2.1 Designing a Welcoming Store Layout

› 2.2 Enhancing Ambiance with Lighting and Music

› 2.3 Creating Engaging Product Displays

› 2.4 Implementing Personalized Customer Greetings

• 3 Advanced Techniques for Upselling and Cross-selling — 4 classes

› 3.1 Understanding Advanced Upselling Tactics

› 3.2 Mastering the Art of Cross-Selling Opportunities

› 3.3 Implementing Psychological Techniques in Sales

› 3.4 Personalizing Offers to Enhance Customer Experience

2

Customer Engagement Techniques

3 chapters · 12 classes

65 marks

• 1 Understanding Customer Engagement: Building Rapport with Customers — 4 classes

› 1.1 Exploring the Basics of Customer Engagement

› 1.2 Developing Effective Listening Skills

› 1.3 Building Trust and Rapport with Customers

› 1.4 Applying Techniques for Upselling through Engagement

• 2 Effective Communication: Tailoring Conversations to Customer Needs — 4 classes

› 2.1 Understanding Customer Needs Through Active Listening

› 2.2 Adapting Your Communication Style for Different Customer Types

› 2.3 Using Open-Ended Questions to Guide Conversations

› 2.4 Connecting Product Features to Customer Needs Effectively

• 3 Mastering the Art of Upselling: Techniques for Increasing Sales — 4 classes

› 3.1 Understanding Customer Needs for Effective Upselling

› 3.2 Building Rapport to Enhance Upselling Opportunities

› 3.3 Timing Your Pitch: When and How to Upsell

› 3.4 Utilizing Product Knowledge to Maximize Sales

3

Feedback and Service Improvement

3 chapters · 12 classes

65 marks

• 1 Understanding Customer Feedback — 4 classes

- › 1.1 Unpacking Customer Feedback: Identifying Key Themes
- › 1.2 Analyzing Feedback: Turning Data into Insights
- › 1.3 Implementing Changes: Translating Feedback into Action
- › 1.4 Measuring Success: Evaluating the Impact of Service Improvements

• 2 Analyzing Feedback for Service Improvements — 4 classes

- › 2.1 Understanding the Importance of Customer Feedback
- › 2.2 Identifying Key Themes in Customer Feedback
- › 2.3 Prioritizing Feedback for Actionable Improvements
- › 2.4 Implementing Changes Based on Feedback Insights

• 3 Implementing Changes and Measuring Success — 4 classes

- › 3.1 Understanding the Importance of Change in Retail
- › 3.2 Identifying Areas for Improvement Through Feedback
- › 3.3 Designing and Implementing Effective Service Changes
- › 3.4 Measuring Success and Adjusting Strategies

4

Introduction to Retail Etiquette

3 chapters · 12 classes

90 marks

• 1 Understanding the Principles of Retail Etiquette — 4 classes

- › 1.1 Exploring the Importance of Retail Etiquette
- › 1.2 Recognizing and Respecting Customer Needs
- › 1.3 Communicating Effectively with Customers
- › 1.4 Applying Retail Etiquette in Real-world Scenarios

• 2 Developing Effective Customer Interaction Techniques — 4 classes

- › 2.1 Understanding Customers: Identifying Needs and Expectations
- › 2.2 Building Rapport: Techniques for Positive First Impressions
- › 2.3 Active Listening: Mastering the Art of Effective Communication
- › 2.4 Guiding the Sale: Integrating Etiquette with Persuasive Upselling

• 3 Strategies for Enhancing Customer Experience through Upselling

— 4 classes

- › 3.1 Understanding the Principles of Upselling
- › 3.2 Identifying Opportunities for Effective Upselling
- › 3.3 Communicating Value to Enhance Customer Experience
- › 3.4 Practicing Upselling Techniques in Customer Interactions

5

Understanding Customer Needs

3 chapters · 12 classes

65 marks

• 1 Identifying Customer Demographics and Preferences — 4 classes

- › 1.1 Unveiling Customer Demographics: Who Are They?
- › 1.2 Decoding Shopper Preferences: What Do They Want?
- › 1.3 Analyzing Data: Patterns in Customer Behavior
- › 1.4 Applying Insights: Tailoring Retail Strategies

• 2 Active Listening Techniques and Customer Interaction — 4 classes

- › 2.1 Understanding the Importance of Active Listening in Retail
- › 2.2 Identifying Verbal and Non-Verbal Customer Cues
- › 2.3 Practicing Empathetic Responses for Customer Engagement
- › 2.4 Applying Active Listening Techniques to Upselling Scenarios

• 3 Analyzing Customer Feedback and Behavioral Cues — 4 classes

- › 3.1 Decode Verbal and Non-Verbal Customer Feedback
- › 3.2 Interpret Behavioral Patterns in Retail Interactions
- › 3.3 Analyze Feedback to Identify Customer Preferences
- › 3.4 Apply Feedback Insights to Enhance Customer Experience

6

Upselling and Cross-Selling Strategies

3 chapters · 12 classes

65 marks

• 1 Understanding Basic Retail Etiquette and Customer Engagement

— 4 classes

- › 1.1 Recognising the Importance of Retail Etiquette
- › 1.2 Mastering Effective Customer Engagement Techniques
- › 1.3 Implementing Upselling Strategies in Retail Transactions
- › 1.4 Enhancing Sales with Cross-Selling Methods

• 2 Techniques for Identifying Customer Needs for Upselling — 4 classes

- › 2.1 Understanding Customer Needs Through Active Listening
- › 2.2 Analyzing Customer Profiles to Inform Upselling Strategies
- › 2.3 Utilizing Customer Feedback for Tailored Upselling
- › 2.4 Implementing Upselling Techniques Based on Observed Needs

• 3 Integrating Cross-Selling Strategies to Enhance Customer Value

— 4 classes

- › 3.1 Understanding the Basics of Cross-Selling in Retail
- › 3.2 Identifying Customer Needs to Enhance Cross-Selling Opportunities
- › 3.3 Crafting Effective Cross-Selling Suggestions to Maximize Value
- › 3.4 Implementing Cross-Selling Techniques in Customer Interactions

