

# Retail Skills

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# Welcome

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In the following lesson, you'll learn what skills to look for in your potential retail hires. You'll also learn tips to train your new and veteran employees.

*Let's get started...*

## Customer Service

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Poor retail customer service can turn a customer around faster than Abe.

The level of customer service in a retail environment can change a buyer's decision faster than in any other industry. When a potential buyer has questions, if the retail employees can answer

the questions correctly and quickly, in that order, it facilitates a sale.

Your customer service team should be able to answer product questions, be aware of industry trends, and solve customer complaints. Even in the recruiting stage, quiz your employees on industry trends and teach them about your product, company, and policies.

### **How to Teach Customer Service**

To give great service, your employees must have great product knowledge, understanding of policies and procedures, and a great attitude. Give your employees refresher lessons on product updates or give them a repository of resources that is easily accessible when they want to brush up on specific return policies or refund procedures.

If employees know options to solve customer complaints and they are empowered to do so, they can quickly and effectively resolve issues.

## Awareness

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It takes awareness to work in retail. Your storefront may have a busy hour of the day where employees need to work with multiple customers at a time. Being mindful of who a teammate has talked to and who has not been helped might take some time to learn, but it is imperative for your business.



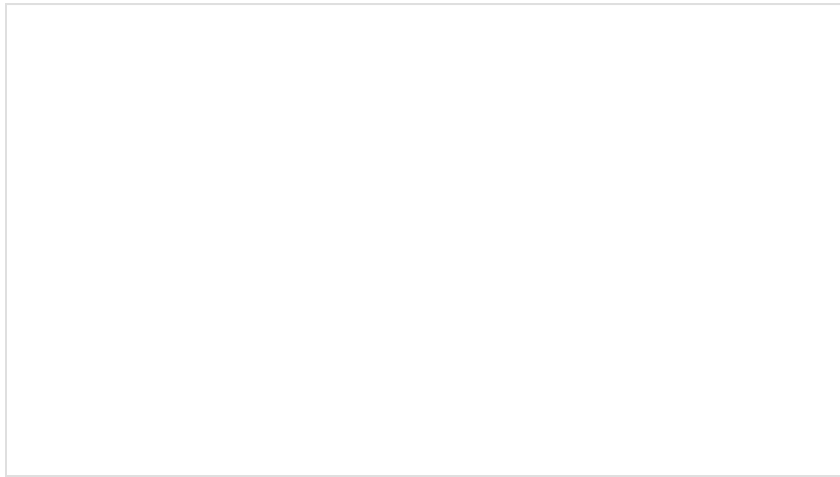
Unfortunately, businesses now need to be concerned with inventory shrinkage. However, offering suspicious shoplifters with persistent yet friendly service is often a deterrent. It also is easier to offer help than calling security and involving legal consequences. If a customer feels like they are being watched by multiple employees, they likely will not attempt to shoplift, unlike the raccoon above.

### **How to Teach Awareness**

The best way to train awareness is through role-playing and scenarios. Close the store early or set up a time where you can walk employees through scenarios and teach them how to handle multiple customers in the store at once or disruptive customers. It might be stressful for your employees and it may take time. Just be patient and keep your team motivated.

## Working Under Pressure

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Feel free to listen to this song while reading this section

If you are hiring new seasonal staff for your store, look for experience working under pressure. When Black Friday comes around, you don't want your employees crying in the bathroom. Primarily, because of their psyche, and secondarily, because of your business.



You want your employees to be coal, keeping your customers warm in the colder months and turning to diamonds under pressure.

### **How to Teach Resilience**

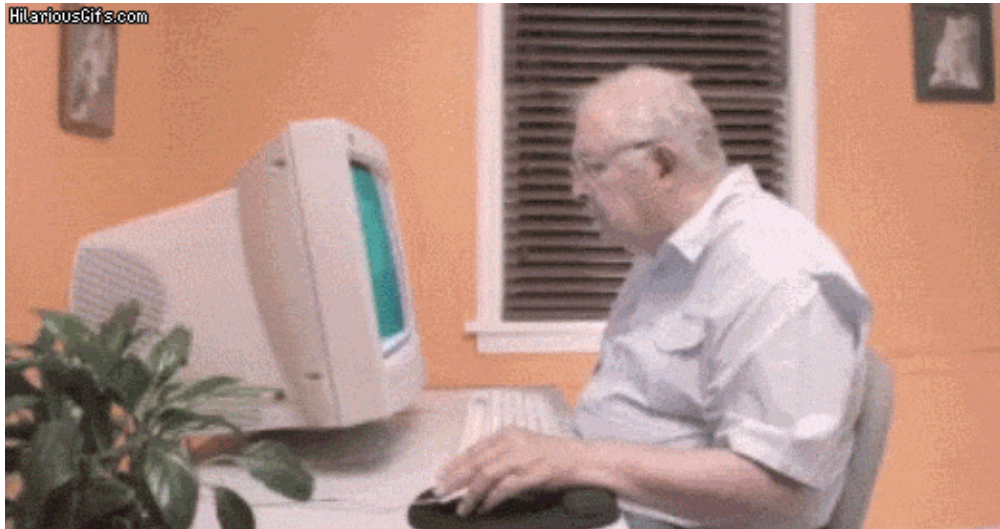
You may need to bring in a couple of friends for this one, but consider running your team through a stress test. When the line at the cash register is beyond the door, what is the best way to act fast and keep smiling?



Diamonds are a customer's best friend

## Technological Literacy

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Whether your employees are interacting with POS systems or inventory management systems, your employees need to be tech savvy. Customers don't want to wait at the cash register as the employee figures out how to check out an item; it also causes a bottleneck at the register.

If you are interviewing a person without retail experience, consider asking what experience they've had working with technology in previous roles. If they have retail experience, ask if

they know what POS system their employer used. It might make your training even easier.

### **How to Teach Tools**

Training on your technology can be fairly simple, but you must keep in mind that your new employees aren't as familiar with it as you are. Build an elearning lesson and assess their knowledge with a quiz or two. Within the lesson, we recommend screen captures of how to navigate the software in different scenarios.

## Initiative

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Your potential employees should feel comfortable addressing a problem or an opportunity with store managers or teammates. Instead of ignoring problems or disregarding opportunities, a great employee will address them with other members of the team.

Look for some experience taking the initiative to solve problems outside of their role at a past employer. You never want to hear your employees say “That’s not my job.” When you recruit initiative, your employees will exceed expectations.

### **How to Teach Initiative**

Initiative might seem difficult to train, but it can be done. If you want your employees to be able to come up with opportunities, give them examples. Tell them of how you revamped strategy after you saw what a competitor was doing, or mention how a customer gave you a great idea to for your company.

Involving employees in strategy makes them feel important and valuable to the team.

## Next Steps

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Want to start training your existing staff and take your business to the next level? Lesson.ly can help with that.

Sign up for an *unlimited, 15-day free trial* [here](#), or watch the 60-second demo below, detailing how we can help you train your customer service, sales team, or new employees in a fast, easy, and trackable way.

