

## *Smart Selling: The Missing Ingredient?*

You have the latest fashion, aimed at your core audience. Your floor is exquisitely designed, and your open-to-buy is right on budget. You have new goods arriving all the time so that you can replenish and re-merchandise often to create buzz and excitement. Your location has great foot traffic and surrounding venues.

**BUT** potential customers come in, take a quick look, and walk out – empty-handed.

**OR** your team can't move a shopper into the dressing room.

**OR** an Associate spends several hours with a customer without a sale.

**OR** worse, no customers walk in all day.

### **Your problem? *Your Team is not trained to sell.***

Merchants often forget that they are primarily a sales organization, and without a team that is educated to sell, they are missing opportunities to better manage their customer relationships, increase overall sales, and make more money for the team.

That is why **Blacks** created a sales management training and coaching program called **TrainedToSell**. Drawing from experts with over 40 years of retail and sales experience, Blacks trainers teach your team how to create rapport, turning shoppers into satisfied, returning customers, while developing a loyal client roster.

## ***Program Details***

### **Engagement:**

Typically, three months to one year. Programs are tailored to your unique needs, culture, and budget.

### **Who has successfully participated?**

Small, trendy boutiques, as well as single-owned private stores, and multi-location operations.

### **Results:**

Totally measurable, both in terms of dollars and profit. Here's what just a few of our clients have said:

*"Thank you for coaching our new Manager. We're seeing more customers in the store, sales increasing, and everyone – associates and customers alike."*

–Retail store owner in Minnesota

*"Now that we are outfitting our customers like we discussed, we are selling more units per transaction and seeing profits grow."*

–Retail store owner in California

*"You have been a great resource for creating a strong, cohesive selling team. Thank you."*

–Retail store owner in Pennsylvania

For more information on how we can help boost sales, develop loyal customers, and earn you more money, please contact us.

*Let's talk!*

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