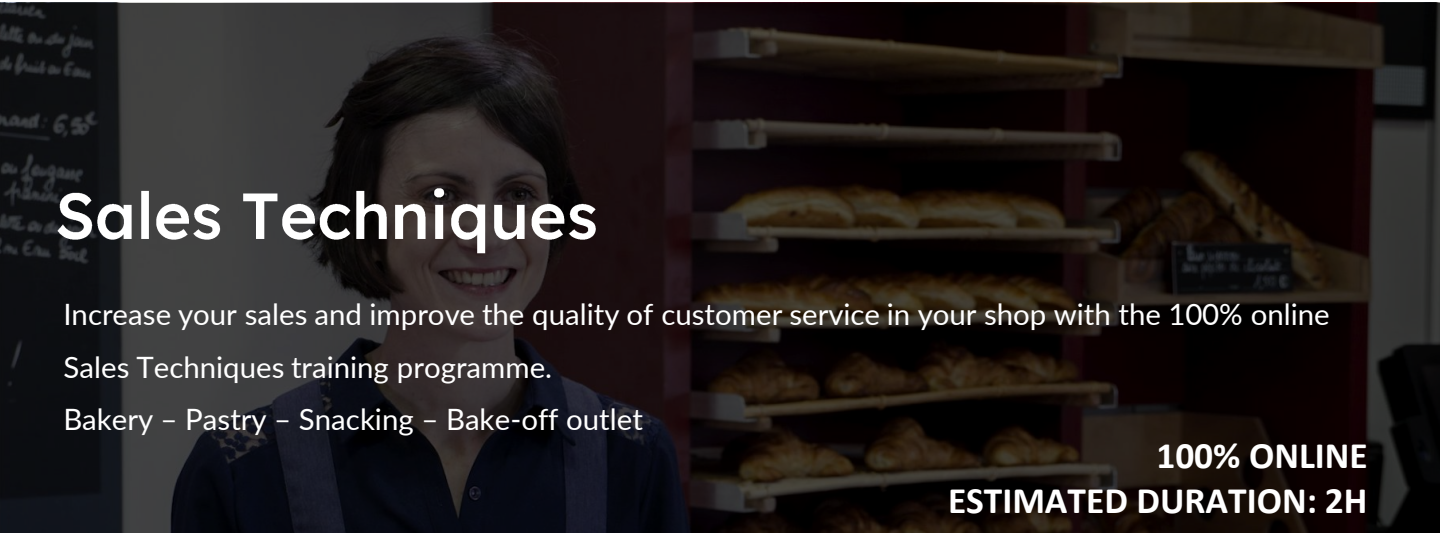




Sales Techniques

Increase your sales and improve the quality of customer service in your shop with the 100% online Sales Techniques training programme.

Bakery – Pastry – Snacking – Bake-off outlet

100% ONLINE
ESTIMATED DURATION: 2H

Training objectives

This training aims to provide a better understanding of good hygiene practices in the workplace through the following objectives:

- Carry out your role as a salesperson on a daily basis.
- Welcome customers appropriately, whatever the situation.
- Communicate appropriately using verbal and non-verbal language to build customer confidence.
- Implement different sales techniques.
- Apply upselling techniques to increase the average basket value.
- Identify and use the appropriate types of arguments during sales.
- Highlight sourdough-based products: origins, method, benefits, sales arguments, etc.

Achievement of the objectives is measured through successfully completing a multiple-choice questionnaire at the end of the training.

WHO IS IT FOR?

- Bakery, pastry shop or hot food counter salesperson
- Bakery, pastry shop or hot food counter sales staff manager

PREREQUISITES

- No prerequisites required.

Training programme

The salesperson's roles

- Do you do this job every day, or are you just discovering it? Do you know all the responsibilities that come with this role? Your role is not just about handing out products and smiles! You have an important role for your store.

Communication

- As a salesperson, you are the first point of communication for your brand. But do you know the different ways of communicating? Now is the time to take stock!

Customer welcome

- Welcoming the customer is the first step in a sale. Making a good impression from the very beginning is essential to encourage the sale and build customer confidence.

Upselling

- Upselling is a strategic daily challenge for your business. Here are some basic principles to help you implement it in your work environment and increase your average basket value.

The power of precise wording

- Using precise wording will help you make the right recommendation and increase your average basket value. Don't worry, there is nothing complicated about it! All it takes is a little method and practice.

Sales arguments

- Sales arguments are key tools for encouraging an additional sale and recommending products that meet the customer's expectations. Here are some tips on how to use them effectively.

Selling sourdough bread

- Discover the sourdough fermentation method and its added value to help promote the sale of sourdough-based products by providing sales arguments and explanations of how they are made.

Do you have a disability? [Contact us](#) and we will support you throughout your training process. Most of our courses are available online. To access the course, you will need an internet connection and a computer, tablet, or mobile phone. For our practical training courses, a conversation to understand your needs will be necessary to help us guide you toward the most suitable program.



Key Information About This Training

ASSESSMENT METHODS

- A training programme consists of one or more courses (modules).
- For each course, a final quiz is available to assess learning outcomes (3 attempts allowed). By achieving a minimum score of 80% in the final assessment, you will successfully complete the course concerned.
- Completing all the modules included in the training programme will confirm your attendance and participation in the training.

REQUIRED EQUIPMENT

- Be equipped with a mobile phone, tablet/computer and audio equipment (earphones/headphones).
- Have access to the internet/web and an email address.
- Have a means of taking notes and storing downloadable course materials.

ACCESS TERMS AND TIMEFRAMES

- A simple setup process, with no administrative formalities: all you need to do is send us your employees' contact details and the selected programme.
- Access is activated within 48 hours, and each participant then has individual access to their 100% online training course for one month.
- A good practice guide is also provided to help you roll out the training programme across your teams.

TEACHING METHOD

- The training takes place online, asynchronously, on an individual and personal basis via a training platform. It is interactive and includes text, image, audio and video resources, activities and quizzes to assess learning outcomes. You can take the courses in any order and repeat them as many times as necessary.
- Our training team will monitor your progress and remain available to support you throughout the training.