

ENGLISH PILLS FOR RETAIL STAFF

The “English Skills for Retail Staff” course is designed to equip retail employees with essential language skills to communicate effectively with customers in an international context.

Through a fresh and interactive approach, participants will learn practical conversational skills that will help them welcome customers and manage the optimal sales process.

Target Audience

The course is designed for all store personnel.

Implementation support

This course has been developed by MODO with the support of native English speakers.

Course content

Greeting and welcoming customers

Useful guidelines about how to greet customers in English using body language and greetings that create a welcoming and professional environment from the first contact.

Icebreakers and conversation starters

Useful phrases and questions to break the ice and start smooth conversations, helping to build rapport with customers.

Presenting and selling the product

How to present products and lead the customer to purchase using specific terminology and persuasive selling techniques in English.

Useful terms

Analysis of specific vocabulary to be used for various product categories in the company.

How to handle objections

The best language strategies for effectively and constructively handling and responding to customer objections.

Cashier Conversations

Interactions at the cash register and the payment process: how to make a good last impression on the customer.

Closing and saying goodbye

Ending the conversation with thank you phrases and greetings that leave a positive and lasting impression.

Improve your language skills to make every customer interaction a real success.

MODO ready-made courses are designed to meet your company's needs.

Want to schedule a demo or design an ENGLISH SKILLS FOR THE RETAIL STAFF course for your organization?

Contact us.

