

ENGAGE. ENQUIRE. EXCITE. ENCASH.

INFLUENCE 247

FOR RETAIL PROFESSIONALS



INFLUENCE SOLUTIONS

YOUR **F.I.R.S.T.** LEARNING & DEVELOPMENT PARTNER

A customised profitability enhancement initiative
based on Karen Leong's revolutionary book

For retail teams that seek to create a
memorable customer experience



TRANSFORMING RETAIL

Retail businesses the world over are facing tough times and it seems unlikely that things will get better any time soon. The reasons for this are logical:

1. **Footfalls into a physical store are reducing regularly;** in direct contrast to the increasing popularity of online shopping.
2. **There is an explosion of online retailing options,** consumers can now purchase almost anything from anywhere, at anytime.

Retail businesses have to elevate their game and compete successfully with the advantages of price and convenience that online shopping offers. They can do so by creating a memorable customer experience that is personalised, which meets the needs and desires of people.

By winning the hearts of customers, they can be transformed into influencers and advocates, leveraging on the power of social leadership.

TRANSACTIONAL vs RELATIONAL

Traditional retail training focuses on product training and driving sales. The behaviour of retail staff are further shaped by the pressure to meet targets in order to earn incentives.

This leads to a HUNTING approach which is largely transactional; as opposed to FARMING, which is about developing relationships that bring many longer-term benefits. Though HUNTING may yield some results in the immediate term, there are significant opportunity costs to this approach.

WHAT YOUR TRADITIONAL APPROACH IS COSTING YOU:

1) Not maximising the life-time value of customer. Retail professionals have to work much harder, if they are focused on chasing new customers each time. By making their approach more relational, they set up the process for repeat customers, referrals and raving reviews, hence boosting overall sales.

2) Commodity price resistance. Moving towards a more relational approach means moving away from people seeing the product as a commodity. By personalising the experience, retail staff face less rejection and demonstrate greater value. This boosts the ability of retail businesses to differentiate themselves better, and emphasise their unique selling proposition.

3) Unmotivated retail sales staff

The cost of under-investment in the development of retail sales staff, is lack of ownership and accountability. This in turns impacts the customer experience. Instead retail businesses can lay a strong foundation by helping to boost the confidence of the staff in understanding and connecting with customers at all levels, and enabling them to see the value in investing in customer relationships. This need for this is most evident in aspirational or luxury brands, as customers are loyal to the experience and emotions they get from interacting with the brand.

INFLUENCE 247

YOUR TRIED & TESTED PARTNER TO CREATE A MEMORABLE CUSTOMER EXPERIENCE

The **INFLUENCE 247** system is a tried and tested system for retail professionals and operators. It helps people to:

1. Create a memorable first impression.
2. Quickly build rapport and emotional connection.
3. Use simple questioning techniques to identify their needs and concerns.
4. Handle questions, objections and concerns in a simple, structured and positive manner.
5. Thereafter adopt a consultative approach to design and offer great solutions to their clients.

The net result is a pleasant, non-aggressive, non-salesy approach that ensures the customer enjoys a memorable experience.

Based on Karen Leong's path-breaking book **WIN PEOPLE OVER** (available in both English and Mandarin) the **INFLUENCE 247** system is completely customised to ensure the specific needs of your retail team are met.

Case studies specific to your industry, outlets and area of operation are built into the training to ensure that specific challenges are addressed, even as general influencing skills are also enhanced.

It is also fully modular and can be delivered in various convenient formats, such as:

1. **Four half-day workshops** spaced out (at say, one a month) to ensure that the learning is delivered in bite-sized modules and continuously reinforced and sustained over the longer term.
2. **Two full-day workshops** spaced out (at say, one a month) to ensure that the learning is delivered in modules and continuously reinforced and sustained over the longer term.
3. **A two-day workshop** covering the complete experience in one time-efficient chunk.
4. **As a series of experiential keynotes** delivered to larger audiences to create the required learnings that will facilitate the creation of a memorable customer service experience.
5. **As a customised online learning platform**, which can be used by the learners at their own time and pace.

AGENDA

THE MODULES ARE CUSTOMISED AND DELIVERED IN FORMATS BEST SUITED FOR YOUR RETAIL TEAM, ENSURING MINIMAL DISRUPTION TO WORK

DAY ONE

MODULE 1: LAY THE FOUNDATION

- Set personal expectations and desired results
- Realise the advantages of being an effective influencer and how you can use influence to enhance productivity and profitability
- Develop a simple, effective personal action plan to achieve results

MODULE 2: PILLARS OF INFLUENCE

- Understand the two pillars of influence
- Learn the Influencing profiles, identify your default style, and those of others
- Develop the versatility to influence different personality and behavior types

MODULE 3: THE INFLUENCE PROCESS

- The mechanics of yielding influence effortlessly and effectively
- Master the art of making favorable first impressions every time
- Leverage conversations to build rapport rapidly and deepen emotional connection

MODULE 4: IDENTIFYING & BUILDING MY PERSONAL BRAND

- Learn how to enter the zone of maximum trust
- Enhance likeability and respect through simple actions
- Gain the versatility to influence a variety of personalities
- Ensure my best is always visible

DAY TWO

MODULE 5: IDENTIFY & MANAGE DIFFERENT CUSTOMER TYPES

- Identify different customer types
- Learn what is important to different types
- Use coaching style questions to identify customer needs and concerns
- Gain the versatility to influence a variety of personality types

MODULE 6: OBJECTIONS TO OPPORTUNITIES

- Map out different types of objections
- Convert objections into opportunities to up-sell / offer more clarity about our products
- Use the AAA-Technique to handle objections and questions naturally and positively

MODULE 7: CREATING MEMORABLE CUSTOMER EXPERIENCES

- Map customer enhancing actions and words to different service touch-points.
- Preempt problems and enable ideal customer interactions
- 'Live' Case Studies – evolve powerful approaches to work-life challenges

MODULE 8: REVIEW AND REFLECTION

- Gain clarity and a wider perspective
- Hone your confidence in unleashing the influencer within
- Select development goals and staying on track
- Set a new direction – walk out with a simple action plan that resonates with you

OUR FRAMEWORK HELPS PEOPLE & ORGANISATIONS TO ACHIEVE VISIBLE RESULTS

1. **SUPPORT TO SUSTAIN THE DESIRED TRANSFORMATION.** The best of programmes often fail to achieve sustainable results since the push and pull of daily life overwhelms participants. We help to sustain the transformation by providing long-term, continual support and reinforcement through:

- a. Pre-work and reflection before the workshop that help participants plan their learning.
- b. Reflection Reminders sent to every participant 4-6 weeks after the workshop.
- c. Learning Journey Buddy arrangements.
- d. Letters to self.
- e. Follow-up one-to-one coaching, if required.

These inspire people to stay focused on achieving personal and organisational goals.

2. **EMPOWER INDIVIDUALS TO EMBRACE LEARNING.** Our solutions are based on the belief that all human beings are born creative, intuitive and intelligent. We help people to realise that true mastery lies in exploring viewpoints beyond their own, and the continual application of learning.

3. **ALIGNMENT OF PERSONAL AND ORGANISATIONAL GOALS.** People become invested in the success of a program when they understand it is about their personal and professional success.

4. **SHOWCASING VALUE.** People take action only when they fully appreciate the value of doing so. Our programs highlight and demonstrate the practical benefits of the topic.

5. **THEORIES INTO ACTION.** No matter how powerful a theory, it delivers little value unless people are able to convert it into **simple, repetitive** and **visible** actions that help them to achieve the desired results.

6. **HIGH APPLICATION TO THEORY RATIO.** Our programmes are highly experiential, with a 30-70 knowledge-application ratio. We employ a blend of training and coaching to ensure every participant gains:

- a. CLARITY – In understanding and applying the key concepts
- b. CONFIDENCE – In implementing these concepts and ideas
- c. COMMITMENT TO ACT – Leaving with a clear, personally chosen action plan

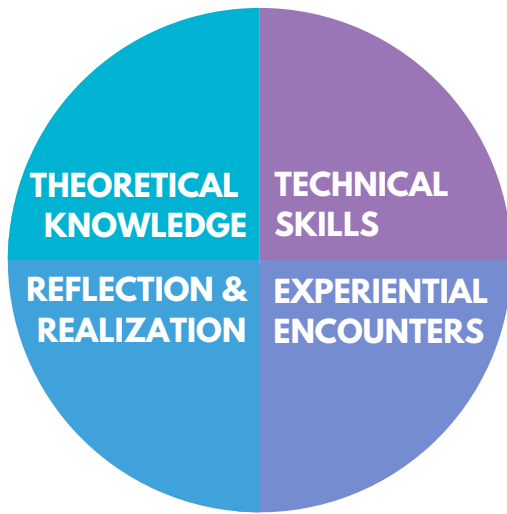
This ensures participants leave every workshop with a simple and well-defined action plan, which they can use naturally and effortlessly.

7. **FLEXIBLE FORMATS.** To ensure optimal learning and the least work-disruptive experience, our programmes can be delivered in a variety of formats – from 2-day masterclasses, to one or half-day workshops, 60-minute keynotes, or a customised blend of face-to-face and online learning.

COMMUNICATE TO INSPIRE AND INFLUENCE

OUR ACTION-BASED LEARNING METHODOLOGY

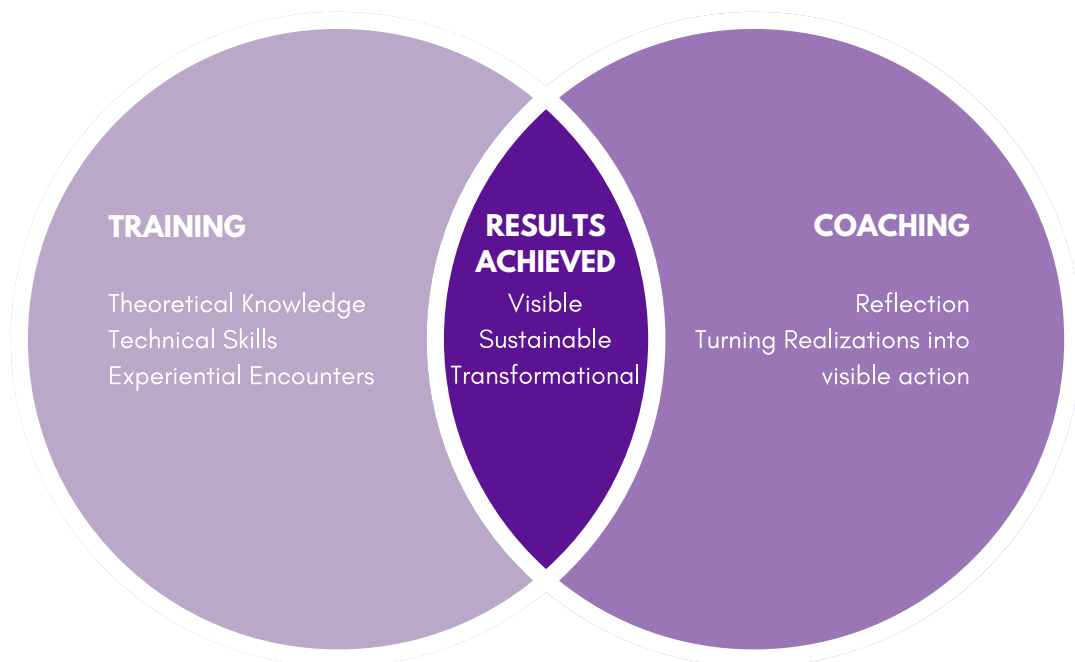
The foundation of all our programmes is a unique Action-based Learning Methodology designed to produce lasting, personal, relevant, and actionable realisations.



The Action-based Learning Methodology has four distinct modes of knowledge production: theoretical knowledge, technical skills, experiential encounters, and reflection and realisation.

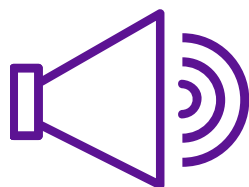
The use of these multiple methods to engage and challenge participants generates the buy-in, commitment, and connection needed to ensure sustainable transformation, and thus, the increase in profitability and productivity.

OUR ACTION-BASED LEARNING METHODOLOGY



Our unique action-based methodology enables participants, not just to expand their horizons by seeing other concepts, but also to identify Simple-Repetitive-Visible actions, which they can use to implement the concepts, at work and in their personal lives.

ENABLING YOU TO ACHIEVE WINNING OUTCOMES



IDEAS ARE ONLY AS POWERFUL AS THE
MANNER IN WHICH THEY ARE COMMUNICATED

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***F**uture-ready ***I**nnovative ***R**elevant ***S**trategic ***T**rusted

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