

# Focus Group – 2 Hr evening session

## Retail Charades – Playing the game

**How do we communicate with our customers in an ever changing retail world?**

**How do we manage the frustrations that come with increased technology and consumer awareness?**

The rules have changed so how do we build loyalty when we can't even speak the language? How do we engage these customers when they have so many options available to them? In this dynamic two hour workshop learn how to engage individuals in a fast paced sales world and convert each experience into a viable sale.

- Build initial rapport by learning to communicate without dialogue
- Capture the customer with engagement questions
- Increase loyalty by using suggesting skills to create individual customer experiences

2 hour evening session 7pm – 9pm

Melbourne – Tuesday 8th June

Sydney – Tuesday 22nd June

Logistics will be sent via email after online registration is completed.

Investment \$44 per attendee or for Members 1 point per 2 attendees (Inc GST)