

CERTIFICATE COURSE IN RETAIL SALES OF JEWELLERY & LUXURY GOODS

Introduction

Aim

- To enhance the selling skills
- To provide in-depth working knowledge of Sales function in Gems & Jewellery
- Techniques to maintain better customer relation
- New development in the area of Gems & Jewellery & luxury goods selling

Objective

This course is designed for sales executives working in the Gems & Jewellery & luxury Industry. This is an evening & weekend programme specially designed as up gradation Certificate Programme for marketing professionals. The course consists of theory as well as practical sessions and faculty is drawn from industry as well as academics.

Duration : 16sessions (2 ½ hours per session),
5 weeks (i.e. Thrice a Week)

Days : Mon,Wed,Friday

Timings : 9.00 a.m. to 11.30 p.m.

No. of seats : 10

Eligibility : H.S.C. or equivalent and above or industry experience.

Fees : Rs. 5,000/-

Faculty : Mr. Binit Bhatt , (Leading Consultant in Jewellery Industry with International Training & Experience)

Certification : 90% of attendance and submission of all assignments set in the course with satisfactory level is necessary.

Assessment : Only internal grading/assessment will be provided to individuals as to know their personal standing.

Target Group : Sales executives, Sales personnel working in Gems & Jewellery industry, luxury goods & fresher.

COURSE CONTENTS

SALIENT POINTS OF THE COURSE

- ❖ The Natural Salesperson is a myth
- ❖ There is a distinct advantage of formal ‘Jewellery Sales Training’ over learning on the job
- ❖ Learning ways to be successful jewellery salesperson
- ❖ A huge market demand exists as India & China are set to be the ‘Super Outlets’ of luxury goods by the year 2010

THE COURSES DETAILS

- ❖ Arm yourself with knowledge of ‘What are you selling’ before ‘How you sell it’ – Product Knowledge
- ❖ Personality Improvement & Grooming Tips
- ❖ Overcoming fears that blocks success in Sales
- ❖ Am I in the ‘Right Job’? Analysis
- ❖ ‘Market Scenario’ Awareness Skills
- ❖ Jewellery Sales Techniques
- ❖ Pre-Sale, Sale & After-Sale process & preparations
- ❖ Communication Techniques, Verbal & Body Language
- ❖ Studying Socio-Economic Demographics & using them to your advantage
- ❖ Identifying the types of customers & using the knowledge to your advantage
- ❖ Sales presentations & the steps of a ‘Sale’
- ❖ Techniques to win your customers confidence
- ❖ Goal Setting & steps to achieve them
- ❖ Learn how to handle ‘Rejections’ & benefit from it
- ❖ Enhance your ‘Personal Sales-Ratio’
- ❖ Getting the maximum support from your co-workers & superiors to get more sales
- ❖ Differences between ‘Domestic’ & ‘International’ Jewellery Sales
- ❖ Constant Upgradation Techniques to keep up the high sales ratio

ADDITIONS

- ❖ Different Categories of Customers
 - ❖ Different business models in the jewellery industry
 - ❖ Customer complaints, handling & analysis
 - ❖ Planning & execution of sales promotion activities,
 - ❖ How to create, sustain & ‘feel’ a BRAND (for BRANDED JEWELLERY)
 - ❖ Customer Relationship Management (CRM) & how it benefits a retail establishment.
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