



PERFORMAX Customer Success Story:

Radio Shack – Retail Sales

NB: Each Solution is based on a real Customer Engagement using Customer Quotes wherever possible

Customer Situation

Selling all kinds of electronics, computers, radios, phones and miscellaneous equipment, Radio Shack's 100+ Stores across Ontario Canada were performing well, but the Region Manager was concerned about the ability to sell within the retail chain.

Specifically he wanted to be the top performing Sales Region within the company.

Hence he retained PERFORMAX (then CCMC) to customize a Sales Training Program for the retail sales force, along with a management module to help the Store Managers support and provide coaching to their staff.

PERFORMAX Solution

In working with the Region Manager and a Store Manager, it was a relatively fast process to customize the **Sell 2000+** Program for the Radio Shack environment along with specific Case Studies to provide Role Play Practice during the Workshops.

The Sales Program was based on the Agenda opposite.

The Management Module showed the Store Managers how to spot different types of opportunity for improved performance, and then, how to deal with them.

Measurable outcome

The outcome was that this Region did indeed outperform the others.

Sales Workshop Agenda:

1: The Basics about Your Prospects

Why do people buy?

Why don't people buy?

Four Personality Style [4 Style Matrix]

2: Satisfying Needs

Needs vs Wants

Recognizing Opportunities

Product or Services – Features into Benefits

3a: Face-to-Face Selling

Personal Preparation to Sell

Initial Greeting to Store Visitors

Opening a Dialogue

Questioning to find Wants & Needs

Role Play #1: Establishing Needs

3b: Face-to-Face Selling - Continued

Qualifying & Strengthening

Handling Objections

Buying Signals

Closing

Follow Ups

Role Play #2: The Closing Call

4. Activity & Time Management

Reactive & Proactive Prospecting

Activity needed for Success

5. Wrap Up & Evaluations