



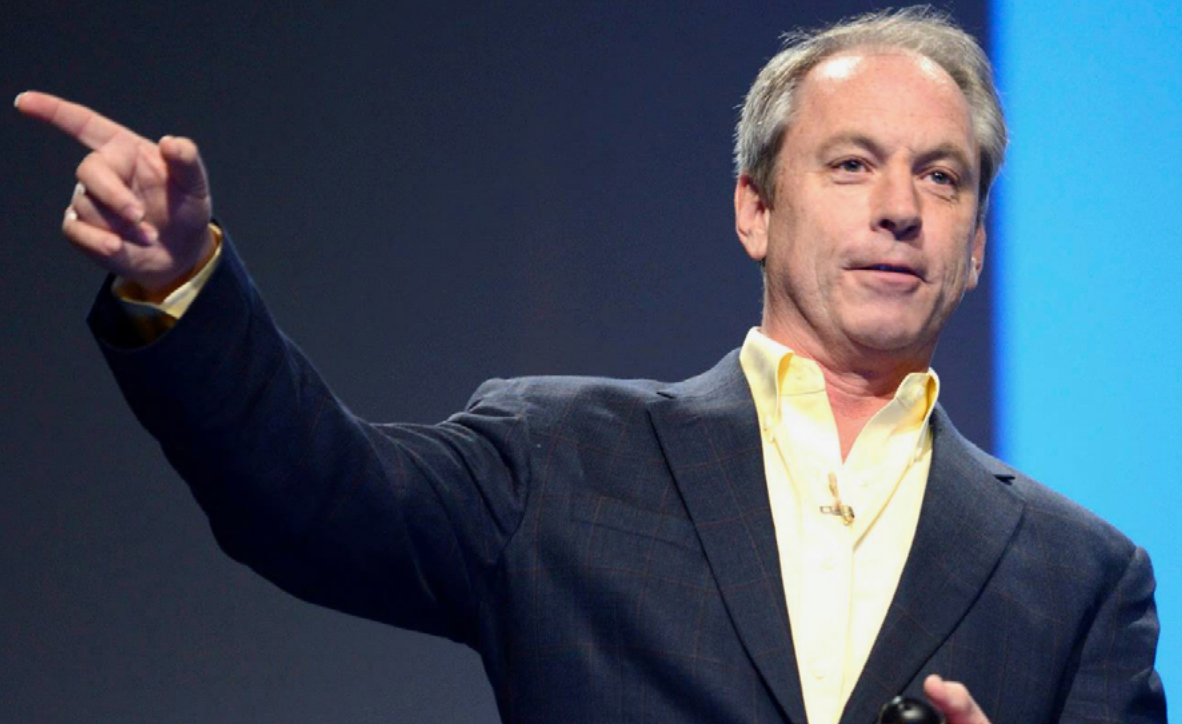
PROGRAM OVERVIEW

How We Help You Make More Sales and Give Better Customer Service

www.retaildoc.com



Do you want to sell more, even if you have fewer shoppers walking in your doors?



It's going to take training. And it's not a quick fix.

Now most retailers look at training as once-and-done because they don't know how to do it or because no one has shown them a better way. With SalesRX, it will be as if I am coaching you one-on-one throughout the whole training process.

I've spent 30 years creating and curating my training content into power-packed, interactive lessons ranging from the basics of greeting customers who come into your store to asking the right questions to answering

objections, and helping shoppers buy more than they may have considered. It's not sales-y, it is a system of converting lookers to buyers.

I'm giving you the best content and strategies I know to increase your sales and help your brick-and-mortar store thrive in a world of online shopping.

I expect you to give your best effort in return.

A handwritten signature in black ink, appearing to read 'B. Smith'.

SALESRX OVERVIEW

SalesRX will transform the mindsets and behaviors of you and your staff to give customers an engaging in-store experience, make working at your store more enjoyable, and, most importantly, increase sales.

This is not a “quick fix” solution. Those never work.

The goal is to make lasting changes in your store through learning, practice, and accountability.

SalesRX training is a combination of online, interactive lessons that give each learner a custom experience and real-world mock sessions led by managers.

To master any behavioral skill – learning a foreign language, running, dancing, playing an instrument – you have to practice. Sales training is no different.

This is why both the interactive lessons and the real-world practice are necessary to get results.

We present the content and tell you exactly how to coach and practice, and it’s your job to commit to and follow the plan.









SALESRX OVERVIEW

As a retail expert, I'm often asked how retailers can best utilize my services. Based on my real-world training on the retail sales floor, experience as a successful franchisor and entrepreneur, and as the go-to sales guy for some of the best brands in the world, this is what I can deliver to help grow your retail sales.

BOB PHIBBS
The Retail Doctor

WHAT YOU GET

-  **Manager Training** - Core and Advanced Train the Trainer courses + Hiring Smarter
-  **Associate Training** - Core, Review, and Advanced courses
-  **Support Courses** - How to Videos for Managers & Administrators
-  **Pep Talks** - For when Managers get Training pushback
-  **Personality Styles** - How to sell to different types
-  **Manager Playbooks** - With all the tools you need to meet with success

SALESRX OVERVIEW

In addition, there are opportunities for you to create your own video content to upload into your SalesRX learning portal.

Using the File Vault features allows you to upload your employee manuals, product sheets, and more to have one gateway to your employee training. For larger clients we create custom portals and film additional unique content to provide a complete, branded learning platform.



WHAT CLIENTS ARE SAYING

“SalesRX has become the bar of acceptance to be successful at Hammitt.”

TONY DROCKTON

Founder, Hammitt

“Ninety-nine percent of our people acknowledge that they learned a lot and it made them better salespeople - and that’s from our regional managers down.”

JASON DELVES

President & CEO, F9 Brands (Gracious Home, Cabinets to Go)

“Once everyone is on the same page, it just makes it easier to develop a cohesive team because the expectations are the same across the board. The program has helped the division increase Units per Transaction, increase average sale price and most importantly, increase sales by 108%. The SalesRX training helped the division excel within the fiscal year.”

NATIONAL MANAGER RETAIL OPERATIONS SEIKO

MANAGER TRAINING

No training program works without top-down accountability.

That's why SalesRX training begins by teaching managers everything they need to know to be successful: how to make the training stick, lead mock practice sessions, hold their staff accountable, and provide feedback.

Managers also learn all the selling skills covered in the associate training courses.



ASSOCIATE TRAINING

The associate training courses teach the skills necessary to develop an authentic connection with any shopper, discover the unique wants and needs of any shopper, and create a customer from anyone who walks into your store.

The training is divided up into the stages of the customer journey: awareness, discovery, qualifying, consideration, and closing.

Training is never something to “get through.”

Training is a regular and integral part of any successful business.

We provide a training calendar that shows you exactly how to pace the training.

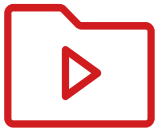
FOLLOWING THE CALENDAR:

- The manager training courses take 3 weeks with a commitment of two training sessions per week.
- The associate training courses takes about 11 weeks with a commitment of two training sessions during learning weeks and regular mock sessions during practice weeks.

Behavior training requires consistent refreshers to keep you from reverting back to old habits. This is why our customers make it a point to go through the training yearly to drive constant improvements for their branded shopping experience. You can always get better.



Start your free trial or purchase  **SALESRX**



Want to take SalesRX
for a test drive?
Click below to access
your 14-day free trial.

[GET YOUR FREE TRIAL](#)



Want more information
about SalesRX?
Connect with Bob to
learn more.

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Are you ready to dive
in and start using
SalesRX at your store?

[PURCHASE SALESRX](#)