

Sales and Customer Service - Retail Stores

**Siberian Professional Pedagogic College
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Summary of Assignments:

During a 2-week period of time the EBS-SFE volunteer-expert is asked to complete 3 assignments. They are as follows:

Conducting training and consulting sessions for sales staff of Zhuravlev on methods for improving sales and customer service. Two secondary assignments will be 5-days assignments for retail businesses. In terms of each assignment consultant will be asked to consult on developing merchandising strategy and selling skills.

Assignment Description

Zhuravlev is engaged in retail sales of jeans and sports wear of world-famous brands such as Benetton. In an effort to strengthen competitive position and accomplish goals, the company understands its need to improve its sales strategy.

EBS-SFE Volunteer/consultant is asked to assist the company in improving sales and customer service skills. Specifically, Volunteer/expert activities will be focused on Evaluating the company's stores and the work of shop assistants.

Providing recommendations on its sales and merchandising strategy.
Conducting a workshop for shop assistants on effective selling techniques, techniques to identify target clients in stores and how to create customer loyalty.

Conducting consulting session for the managers on methods to motivate sales force

**Zhuravlev
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Brief Background and History of the Organization

Sole proprietorship Zhuravlev is official dealer of the company Westholding since December 20, 1996. It is the only business in the city of Omsk trading in Benetton and Levis-Adidas clothes. All shop assistants are considered consultants. The company has 3 retail stores and is setting up a fourth retail store to sell clothes from an Israeli producer.

Primary Products and Services

- Jeans wear.
- Sports wear.
- Knitted wear.

Description of Target Clients and Customers:

Target clients are individuals between the age of 25-35 with mid- to upper-income.

Organizational Plans and Goals

Immediate

- To establish specialty store SELA.
- To increase the number of clients.
- To increase market share by 30%.

Long-term

- To establish a retail stores chain.

Problem Statement

The company sells designer jeans and sportswear. However, their customer service does not meet western standards. This has proven to be an obstacle to achieving the goals of the company.

The EBS-SFE Volunteer/consultant is asked to assist the company in improving sales and customer service skills. Volunteer/expert activities will be focused on examining the stores of the company and the work of shop assistants giving recommendations on merchandising strategy conducting workshop for shop assistants on proposed effective selling techniques, techniques to identify target clients in stores and tactics to move customers to loyal customers. conducting consulting session for the managers on methods to motivate sales force

Objectives of the Assignment

- To improve sales strategy of the company.
- To implement effective selling techniques and motivational methods.

Expected Outcomes

- Improved customer service.
- Increased sales volume.

Volunteer-Expert Tasks and Responsibilities

- To organize any books or materials on selling techniques which he and/or she has collected and considers useful.

In-Country Activities and Tasks

- To review store operations and the work of shop assistants.
 - To give recommendations on merchandising strategy.
 - To conduct workshop on effective sales techniques
- To provide consultancy sessions for managers summarizing recommendations on how to improve sales and motivate sales force.

Deliverables

- To leave his/her knowledge on sales and customer service techniques in retail clothing.
 - To leave recommendations for increasing sales.
- Prior to leaving Russia we ask that the official EBS-SFE End-of-Assignment Report be completed and given the sponsoring EBS-SFE Partner you are working with. The report should include recommendations to the client, vital numbers of people you consulted/trained that are needed for USAID, and your professional opinion on when the 1st Impact Profile should be performed

Beneficiaries

Direct beneficiaries: female _15___
Direct beneficiaries: male __7___
Indirect beneficiaries: female _20___
Indirect beneficiaries: male _10___