



Retail Selling: How to Achieve Maximum Sales in Shops and Stores

Peter Fleming

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Selling lies at the root of all retail business. This book is the first of a series of retailing books sponsored by the British Stores & Shops association (BSSA) - a complete study of the whole range of retail selling techniques. Presented in a self-study format, the book is aimed at all those who are involved in selling to customers, especially in retailing. It is constructed in such a way that readers can complete the course in 12 hours, or one hour for each of the 12 chapters. It also contains checklists, bullet points and self-check exercises.

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