

SOFT SKILLS TRAINING FOR SUCCESS OF SALES IN RETAIL

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DOI: 10.5958/2249-7137.2022.00392.5

ABSTRACT

Training has been a vital component for the growth of retail sector employees .India's retail sector appears backward not only by the standards of industrialized countries but also in comparison with several other emerging markets in Asia and elsewhere in terms of service given by the sales Team. The Indian retail market is estimated to be US\$ 450 billion and one of the top five retail markets in the world by economic value. India is one of the fastest growing retail market in the world, with 1.2 billion people. Retail market is growing, not only in terms of numbers but also in terms of stature, image and class. Today customers are changing and their expectations are rising, they are demanding world class service. To meet such challenging demands the sales force has to be well equipped with good soft skills, updated with the latest technology (bearing in mind the necessity of keeping the human element in place because technology in itself, is cold, impersonal and not at all customer friendly) will ensure that brand marketers are able to keep pace in a dynamic world. Increased competition, e-commerce, and mobile commerce, needs innovative skills and developed soft skills of the sales team to help the retail stores aim their high sales targets.

KEYWORDS: Retail, Training, Soft Skills Training, Sales Emerging Markets, E-Commerce , Mobile Commerce, Innovative Skills.

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