

# Retailing Smarts



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In Workbook 6: Building the Sale, the retail sales associate will learn how to suggest additional merchandise to the customer, how to keep current on advertising and promotions, how to see the positive side of returns, and how to apply effective telephone sales techniques. By using these methods to build sales, the sales associate can help enhance customer satisfaction and loyalty.

作者介绍:

目录:

[Retailing Smarts 下载链接1](#)

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