

Retail Selling Ceremony

The Bootcamp for Retail Service Professionals

Based on the SkillsFuture Singapore's Retail Skills Framework.

*Enjoy up to **70% SkillsFuture Funding and Absentee Payroll Funding** now!



Serve your customers as guests.

*"I've learnt that people will forget what you said, people will forget what you did, but people will **never forget how you made them feel.**"*

- Maya Angelou

With the emergence of Online Retailing, comes a call for retailers to differentiate themselves through the human touch, to capture customers by their heart.

In today's competitive world, retailers have to move beyond selling products to delivering an experience where customers feel noticed, heard and appreciated. Cultivating loyal customers by building relationships is crucial for future survival.

Discover how to create a customer-centric experience that is the key to longstanding relationships with customers. Learn from a highly qualified facilitator with insight and passion!

Get ready to be engaged as you master the core skills of exceeding customer expectations by personalising each interaction with customers, even when handling their objections. Discover through

role plays, case studies, team discussions and presentations.

Treat your customers as guests and make them feel right at home with you. This course will make a difference in the way you see and serve your customers.

Learning Outcomes

At the end of the course, you will be able to:

- ▶ Profile customers.
- ▶ Identify customers' needs by conducting job-to-be-done analysis.
- ▶ Build relationships with customers.
- ▶ Deliver a customer-centric experience via G.U.E.S.T. framework.
- ▶ Adapt and personalise interactions according to each customer.

Topics

- ▶ Professional Image.
- ▶ Customer Profiling and Empathy Mapping.
- ▶ Job-to-be-Done Analysis.
- ▶ Curated G.U.E.S.T. customer experience.



Target Participants

Retail Service Professionals looking to deliver a customer-centric experience.



Certificate

Upon successful completion of the course, participants will be awarded with a Statement of Attainment from SkillsFuture Singapore (SSG), namely **Service Leadership**.



What Our Clients Say...

- ▶ 100% of our participants intend to apply what they have learnt at their workplace.
- ▶ 100% of our participants would recommend the course to their friends and colleagues.



Register Today!

Call (65) 6592 0024 or
Email: Peggy.sitoh@bootstrap.com.sg

2 days, 9:00am - 5:30pm,
14.9 hours excluding lunch hour.

Course Venue: 140 Paya Lebar Road,
#02-07 AZ@Paya Lebar,
Singapore 409015.

2 & 3 Jun 2025

14 & 15 Aug 2025

Our Facilitator



Dr Lynda Wee, is a Specialist in Leadership Development, Strategic Planning, and Retailing. She is a Certified Senior Practising Management Consultant, Workplace Learning Specialist, LEGO® SERIOUS PLAY® Methodology Developer and Facilitator, Certified Everything D.i.S.C.

Workplace® Facilitator, Certified IBM Enterprise Design Thinking Practitioner, and Co-Creator.

Prior to founding Bootstrap, she was the Senior Vice President of Learning and Development at CapitaLand Limited where she led the Leadership and People Development Initiative. She held the concurrent post of Founding Principal for CapitaLand Institute of Management and Business. She spearheaded the Innovation, Creativity and Entrepreneurship (ICE) Initiative to develop and implement radical new business ideas for the group.

She led four SkillsFuture Singapore's innovation projects for innovating learning technologies in various industry sectors. She was bestowed The Innovator Award (2000), The Enterprise Challenge Shield (2003) and the TEC Champion Award (2003) from the Singapore Prime Minister's Office for her innovation in piloting Problem-Based Learning in Tertiary Education.

She serves as an Adjunct Associate Professor at the Nanyang Business School, Nanyang Technological University. She is a Fellow at The Chartered Institute of Marketing, United Kingdom. She served as an independent Director of a public listed firm. She obtained her Doctor of Philosophy (Retailing) from the University of Stirling, United Kingdom. She received her Advanced Certificate in Training and Assessment (ACTA) in 2009 and Advanced Certificate in Learning and Performance (ACLP) in 2020.

Course Fee

Enjoy up to 70% SkillsFuture Funding and Absentee Payroll Funding from SSG now! Company-sponsored Singaporeans and Singapore Permanent Residents with Central Provident Fund contributions are eligible for the following:

Funding Type	Course Fee	SkillsFuture Funding	Nett Fee	Absentee Payroll Funding	Nett Investment for Employer
SkillsFuture Funding (Baseline) For Non-SME sponsored & Self-sponsored Individuals below 40 years old.	\$500.00	\$250.00	\$250.00	\$67.05	\$182.95
SkillsFuture Mid-Career Enhanced Subsidy For Singaporeans 40 years old and above. (Same for SMEs, Non-SMEs & Self-Sponsored Individuals.)	\$500.00	\$350.00	\$150.00	\$67.05	\$82.95
SkillsFuture Enhanced Training Support for SMEs For SME-Sponsored Individuals regardless of age.	\$500.00	\$350.00	\$150.00	\$67.05	\$82.95

Self-sponsored Individuals

All Singaporeans aged 25 and above can use their SGD 500.00 SkillsFuture Credit to participate in Bootstrap's Retail Selling Ceremony Workshop. For enquiry or registration, please email peggy.sitoh@bootstrap.com.sg or call 6592 0024.

Course Fee Funding from SSG is available for self-sponsored individuals. Visit MySkillsFuture website (<https://www.myskillsfuture.gov.sg>) for more information.