



This is to Certify That

Staff Name

Has Successfully Completed Training
as a

**RETAIL SALES
AND
CUSTOMER SERVICE
PROFESSIONAL**

including the subjects of

Welcoming and Introducing Customers
Handling Several Customers at one time
Maximising Customer Satisfaction
Dealing with Complaints
Creating Favourable Impressions

Identifying Customer Needs
Matching the Offer to the Need
Maximising value added for each Customer
Professionally handling each sales prospect
Closing the Sale

at

Location Place

Month Year

Our Name
SALES AND CUSTOMER
SERVICE TRAINER

Your Name
EMPLOYER