

FINANCIAL & COMMERCIAL MASTERY — MODULE 10

Retail Training Programme

Train your team to prescribe homecare, not sell products.

Name:	Date:
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Design a training programme that builds product knowledge and prescriptive confidence.

Product Knowledge Sessions

Session	Products Covered	Linked Treatments	Date	Trainer

Prescription Scripts

Link your top three treatments to specific homecare recommendations:

TREATMENT 1

Recommended products:

Script: "Based on what I've seen during your treatment today..."

TREATMENT 2

Recommended products:

Script: "Based on what I've seen during your treatment today..."

T R E A T M E N T 3

Recommended products:

Script: "Based on what I've seen during your treatment today..."

Retail Targets

Metric	Current	30-Day Target	90-Day Target
Retail ratio (%)			
Average retail per guest (£)			
Products per transaction			