

## Module 1: PROFESSION OF A PERSONAL SHOPPER

### 1.1 What is a Personal Shopper?

### 1.2 Types of Personal Shopper.

### 1.3 Colour analysis.

### 1.4 Body shape.

### 1.4.1 Video tutorial-Garments we like

### 1.5 Hair and Make Up

## Module 2: PLANNING ADVICE

### Video tutorial-Personal Shopper

### 2.1 Personal analysis of your client : interview and questionnaire.

### 2.2 Wardrobe analysis.

### 2.2.1 Video tutorial-Wardrobe basics

### 2.3 Basics of a wardrobe.

### 2.4 Complementary accessories.

## Module 3: FASHION AND TRENDS

### 3.1 Fashion history

### 3.2 Trends

### 3.3 International fashion

## Module 4: COMMUNICATION AND PROTOCOL

### 4.1 Social Events

### 4.2 Social Protocol

## Module 5: CAREER GUIDANCE

### 5.1 Career

### 5.2 Promotion and marketing: how to attract customers

## Module 6: UNDERSTAND CONSUMER BEHAVIOUR AND EXCEL IN CUSTOMER SERVICE

### 6.1 Understanding consumer motivation

### 6.1.1 Needs and wants

### 6.1.2 Positive and negative motivation

### 6.1.3 Rational and emotional motivations

### 6.2 Consumer attitudes

### 6.2.1 How are attitudes formed?

### 6.2.2 Can attitudes predict behaviour?

### 6.3 The consumer decision process

### 6.4 Seduce customers with excellent service

### 6.5 Build long term relationships with customers

### 6.6 After sales service – handling complaints and returns

### 6.7 Typical complaints and how to handle them

### 6.8 Returns

### 6.9 Staying cool under pressure – dealing with challenging situations

### 6.10 Shoplifting

## Module 7: MAKE YOUR SHOP A MAGNET TO CUSTOMERS

### 7.1 Put your Personal Shopper and Stylist skills to full use

### 7.1.1 Personal shopper

### 7.1.2 Window and in-store displays

### 7.1.3 Stylist

### 7.2 Up sell with hair and makeup styling

### 7.3 Selling accessories

### 7.4 Working with your clients budget

### 7.5 Selling tips to help identify your customers' needs

### 7.5.1 Steps to make a sale

### 7.5.2 Improving your selling skills

### 7.5.3 Meeting targets

### 7.6 Ideas to grow your retail presence

### 7.7 In-store tips that boost sales

