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| Creating a Positive First Impression  **You only get one chance at a first impression!**  The most important points to remember:   1. Clean 2. Well groomed 3. Smile 4. Good attitude 5. Eye Contact 6. Enthusiastic 7. Polite 8. Listen (actively) | Greetings that Create Positive Dialogue  Use the greeting to start a relationship and tone that starts the sales process.  Ensure the dialogue that follows is not pushy; however, remember that this shopper is very valuable, so express a genuine interest to help and develop a personal connection between you and the customer.  When you start a conversation, always introduce yourself with your first name (even though it may be on your shirt). Subconsciously this tells the customer they have permission to call you by your first name, this immediately reduces many barriers – you are now on a first name basis). | |
| Establishing & Maintaining a Good Attitude  Be interested in the job, the shop, the product the customer, their needs AND making the sale. You need to be fully aware of what the customer wants throughout the sales relationship.  A reasonable, polite attitude from you, accompanied by understanding, will stick in the mind of your customer.  It is essential to consider that the final impression given to a person is the one that will resonate most. If they have a problem with an item but you solved it, and did so quickly and politely, then it will be the latter fact that stays with them. | | Listen and Understand the Need  **Verbal minimal encouragers include:**   * Mmm * Go on * Is that right? * Gee * Ahh yes * I see * Wow!   **Non-verbal minimal encouragers include:**   * Nodding of the head * Eye contact * Leaning forward * Taking notes   **Why use minimal encouragers?**   * They know they have your attention * They share information about their needs (information you can use) * They feel like you care and are interested. Often it is hard to be listened to – even by friends or at home * The more they talk, the more they relax * They sell you to themselves (i.e., you are a caring professional) |

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| What is Cross Selling/Upselling?  Cross selling is offering a product or service that will improve the customer experience – and generate a larger sale.  Upselling is recognising an opportunity to upgrade the person to something they would value more than necessarily receiving the best price. | Importance of Cross Selling and Upselling  If you make recommendations to them that they feel is good advice, they will value you as a professional consultant.  The client learns more about your extensive range of products and services – and their shopping experience will exceed their expectations.  The business makes more money, and you have larger sales!  **NEEDS + AGREEMENT + SOLUTIONS = SALE** |
| Closing the Sale  **Rule #1: Don’t be afraid to ask for the sale!**  ***The “If I can… Close”***  The shopper has settled on their favourite item but is procrastinating with making the decision. Using the probing and questioning techniques described above, you should be able to establish what is causing the hesitation.   * ‘If I can find one in the back, shall I put a sold sticker on it for you?’ * ‘If I can find the product in black, will you want to buy it today?’ * ‘If I can get it delivered by next Friday, will you place the order today?’   ***The presumptive close – “This or That”***  You are assuming that the customer wants the product; you are focusing on the details assuming the large decision has been made.   * ‘The delivery truck can bring it to you on Wednesday or Friday, which would you prefer?’ * ‘Would you prefer this with the black or white cushions?’   ***The “Concessional Close”***  This gives the shopper the feeling they are making a smart choice and saving money (or getting more value).   * ‘If you were to order this today, I can add the other \_\_\_\_\_\_ for only 10% more!’   ***The “Urgency Close”***  This works really well to help the customer make a final decision.   * ‘Prices are going up next month so, if you are happy with everything, perhaps I should go ahead and place your order today?’ | |