



SALES HANDOUT #11

12 KEY MAXIMS FOR SALESPeOPLE!

INTRODUCTION

You hear a lot of talk these days about how critically important it is to define you "WHY." However it is just as vitally important to define your "HOW!" While the time it takes to define your "why" might only be a day or so, defining your "how" will constantly need to be re-evaluated, in order to keep abreast of changing trends. Yet there are indeed some "timeless" nuggets of wisdom that can and should be foundational to your "betterment." The following "12 Key Maxims for Retail Salespeople" all certainly fit under that heading!

- 1.) Always Keep Busy!:** There is no such thing as a happy person who just sits around all day! All the happy people you encounter always seem to busy doing things. Why is that the case? When you're busy the body release endorphins that put you in a better mood, and also give you more energy! So be sure to stay engaged in simple activities, such as straightening the showroom, or putting supplies where needed at key points on the sales floor. When it is your turn to greet the customer you will be ready with the "right frame of mind" to do so. Those who perform poorly in sales, you'll notice, just always seem to be sitting around waiting for their next turn to greet a customer. However, they now have such a low energy level they just don't have that "spark" or warmth to be able to take their initial conversation to the right place. It pays to remember, there's no such thing as a "good" and also lethargic salesperson!
- 2.) Downtime Is for Learning and Practice:** Spending slow time improving your furniture presentation helps you in many ways! First it keeps your mind focused on selling. Second, thinking about new and innovative ways to make the merchandise "speak" to your customers will surely improve your sales! When is the right time to experiment with different demonstration techniques? It is certainly in advance of actually being in front of the customer. There is also a benefit to the store "culture" to be gained as well. When your peers make the "connection" that your superior performance is based on your "constantly trying to improve" it will automatically become contagious!
- 3.) Help Customers Make the Right Decision:** When someone comes into your store they very often lack a lot of crucial buying "insights," and even some basic knowledge about the furniture. Why is this so? There are no consumer reports for furniture, because there are so many different manufactures, and most also have quite a broad assortment to choose from. Anything else of an important nature shoppers might buy for their home has a "consumer report" to help them with important buying insights. If they're looking for a computer, a major or even a small appliance, carpeting, a "TV" and so on they don't have to do much more than search that item on the web to gain instant perspective. However, you are their only "trusted advisor" when it comes to making a furniture purchase! They really need you to be honest with them, and also to "step up" and have their best interest at heart. Just remember to always assess both their current and future "usage" needs, and then advocate in their behalf!
- 4.) The Only "Justice" is Another Up!:** Have you ever written a large sale and then decided to take it easy for a while? A lot of salespeople routinely do, because they feel like they made their quota or goal for the day and deserve to take it easy for a while! However, that's the very worst time to sit back and skip your next "up!" Why? You have a lot of momentum now working in your favor! You are in a really mood, full of optimism, and have a tremendous "vibe" that the next customer will instantly pick up on! Consequently you will automatically bond much better, which will certainly increase your chances of getting that sale! The opposite is also true. If you just had a very difficult customer to work with, and now feel like you should get off the floor for a while, it could be a big mistake. The reason is simple. If you're back in the lunchroom you will just keep replaying the past negative scenario in your mind. The best way to get over it is to get another up, which "on average" is going to be a lot easier to work with than the previous one. Here's a thought for you. When a difficult customer takes you off the floor, don't let them cost you "2" sales, instead of just their "1" sale!
- 5.) You Can Sell Everybody on "You!":** You cannot sell every customer that comes in. There are many legitimate reasons why people can't buy on their first trip in. Perhaps they will have a need next year, and are just out getting ideas. It may be that the person you greeted is just out "scouting" for an item or items for their son or daughter way in advance. That doesn't mean that you can't "sell them on YOU," and doing business with YOU in the future. Be sure to treat every shopper with kindness, and give them every bit of all your considerable expertise, just as if they were getting ready to write out the check today!
- 6.) Get a Little Better and Make a Lot More!:** If you were able to get just a "little bit better" at selling you would actually start to earning a lot more! Here's what I mean. If you would get just a little better at selling mattresses, and then at selling protection plans too, plus a little better on converting customers to credit, and also at adding on accessories, and then at getting "Be-Backs" too, it would make a HUGE difference in your paycheck! The added sales alone would become a large factor in your pay, but then the "bonuses" that you would start to achieve would finally start to kick in too, as well as the higher commissions, if your pay plan has a graduated payout scale. So if you got, let's say just 20 % better in all the above, it would translate into perhaps a 30-35% pay increase. In other words if you'd get just 1/5 better, then you'd make perhaps 1/3 more!

