

10 Advanced Furniture Selling “Moxies!”

An advanced “skill set” any furniture retail salesperson should strive to develop involves many critical things. The following are 10 such areas. They provide great direction for training, plus insights to sharpen both a manager’s and salesperson’s perspective!

1. Everyone should memorize several great customer **“bonding phrases,”** that enable one to quickly and effortlessly **connect** with **all** their customers.
2. It is important to know how to **“provoke”** a good conversation, during the initial questioning phase, by asking appropriate and deeply **“provocative questions.”**
3. Afterwards, asking all the **“right questions that are unique for each room,”** drives a more fruitful conversation, and makes much better use of everyone’s time.
4. Imparting very helpful furniture **“usage” insights, and “future considerations,”** is critical to a customer’s long-term happiness; and are much more than mere features, advantages, benefits, and basic “care” tips.
5. It is important to know how to make really **high-impact product demonstrations**, including exactly where to sit or stand, and why. You must be able to hold a customer’s interest as long as it takes for them to “decide.”
6. Knowing how to make the store experience something every customer will really cherish, by telling some **“truly amazing stories”** about furniture construction and design, causing them to **remember you forever!**
7. Utilizing the product **“demonstration”** to actually get most customers to **“close themselves,”** by their active involvement and ongoing verbal confirmations. Every **“touchpoint”** is a **“trial close!”**
8. How to guide the customer just before the “close” to make them much **more favorable toward you;** and also how to **prime their mind** to shift to the **“decision making” mode,** from a passive “learning mode.”
9. Knowing the **8 chief reasons** why customers are reluctant to buy, even when they actually like something well enough to do so; and then turning

those same concerns into **their actual reason for buying!**

10. Identifying those customers who are the “**Golden Leads,**” and how to **follow-up** with them properly, ensuring ongoing income from them.

Some Additional Thoughts!

Most furniture stores offer salespeople an opportunity to make a great income, and work in a very pleasant environment. Who wouldn't want a job looking at beautifully decorated displays of new furniture all day, often with very pleasant music playing in the background?

So why is the sales “turnover” so high? That's easy. The salespeople who leave obviously lack the **knowledge and skills** to turn simple conversations into substantial bank deposits every payday. One question I would ask every manager is simply this. “Does your current training cause the average person you hire to usually “succeed” or “fail” after one year?

When a salesperson makes \$70,000 annually selling furniture they don't leave. In 5 decades I have never seen anyone do so, except for retirement. So if your salespeople “mostly fail” you should be asking yourself, “What can I do to improve training so that an average person can make \$70,000 a year?”

When you arrive at the right answer to that question your “turnover” problems are over. So are your ongoing costs of constantly hiring, onboarding, and training. Your sales will certainly go up. Your customers will also be a lot more satisfied, since “novices” won't be waiting on them for the most part. Your store culture will also improve because everyone will be a lot happier. And last but not least, **your bank account will skyrocket** too because you've shown others how to turn mere conversations into bank deposits!

When is the right time for your New Level of Sales Training?

It will only “**cost**” you if keep doing **nothing** about it!

Happy Selling!!!

Scott Morris

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