

10 Traits of Super Furniture Salespeople!

There are as many different selling “styles” as there are salespeople. However, it is also true that there are definitely some specific traits that super salespeople always exhibit that seem to be lacking in their co-workers. You may not be able to duplicate someone’s style, but you can certainly adopt a champion’s conceptual approach toward your work, that will enable you to sell like the “superstars!” Here are a few insights that can cause a positive shift in your thinking, and consequently improve your performance!

Develop a Strong Work Ethic

My neighbor was an auto mechanic that worked 48 hours a week at his job. What did he do when he wasn’t working? You could hear him racing his engine and tinkering on his own car in the garage till well in the night. He loved what he did so much that it wasn’t really work at all; it’s fun! All the great furniture salespeople you know work a lot of hours, more so than the average person. “When you love what you do you never have to work a day in your life!” The better you become, the more you’ll like your work. The more you enjoy it, the more effortless your job becomes! This also means that when you strive to become *better*, your “work ethic” will automatically improve too!

Learn A Little Bit More Each Day

Have you ever heard the word “kaizen?” It is a Japanese term which teaches that you should try to make small improvements, each and every day. The road to success is paved with thousands of separate steppingstones, each having its particular place. You should always strive to improve daily in several key areas. These would include sharpening your product knowledge, selling skills, customer service, and learning more about the competition, your company, and your customers. Super-achievers are fueled with the high-octane practice of trying to improve daily!

You Need This “Trust Me”

Abraham Lincoln may have been the world’s best sales trainer. The reason I say this is because he gave us the most important advice any salesperson could possibly receive: He said that if you are trying to convince somebody of something, you must first make that person your “friend!” The purpose of making a sale is not simply to sell merchandise, but to “win a client’s heart as well.” Every great salesperson is viewed by those they sell as a trusted advisor, someone who always has their best interest at heart. That is truly the underlying secret of how to build an expanding customer base. If they “trust you” your clients will certainly turn to you *first* when they have a future need.

Time: Your Most Precious Commodity

The President of the United States, the world’s richest person, and *you* all have equal amounts of life’s most precious commodity. Each of us has just 1440 minutes a day to accomplish what needs to be done! Making the most of every single minute should become your cherished goal. Super salespeople are always asking, “What is the very best use I can make of my time right now?” This is one of the biggest advantages they have over everyone else. They know that time will be either your “friend” or your “enemy,” and only you make it so!

Make Sure You Always See The Big Picture

Highly trained salespeople see a great deal more regarding the customer's situation than most salespeople. They find out everything about the room the furniture will be in, exactly about its intended use, and tend to focus on the "total look." They realize that their job is not to simply sell a commodity, such as a reclining chair, but to find the best solution for the customer regarding a specific need and a particular set of circumstances. Have you ever wondered why some furniture salespeople make an income similar to that of a doctor? It is because their approach to solving a customer's problem is much like that exhibited in a doctor-patient relationship. When you become an "expert" at identifying and solving a client's problems, you will then be in a position to receive an "expert's" pay!

The Most Important Person You Talk To Is You!

It's pretty hard to think without using words, isn't it? All day long a constant stream of thoughts runs through our minds. Some thoughts actually get spoken out loud, but most do not. This means that we are truly having a conversation with our inner self throughout the day! What we are saying to ourselves about our capabilities and limitations is actually what determines our true feelings about who we are, and exactly what we believe we can accomplish. The best furniture salesperson I've ever met told me that the secret of his great success was a "positive mental attitude." He provided the following amazing insights. "Winners are constantly *justifying, by their thoughts*, why they are going to do well, or win!" However, "losers are always *justifying* why they can't, or didn't succeed."

The "Second Half" Of The Loaf May Be The Most Important!

How do you view your typical relationship with the customer? Do you specialize in intense, fleeting transactions, or build for the long run? The sale you make today will feed you today. However that is just the "first half" of the loaf. Every wise salesperson realizes that a customer's future purchases will often be much larger than today's, and strives to get the "second half" of the loaf tomorrow. In order to do this you must develop an ongoing relationship with your customers, which means identifying future needs, and staying in contact with them with useful information and friendly overtures. Some salespeople are so effective at this stage of the selling process that they no longer have time to take "*walk-in*" customers, due to such a large volume of repeat business and referrals!

Listen And Listen Well

Do you realize that the customer is who provides you with the "appropriate close?" A sales champion realizes two very important things. First, the more you know about your customer's specific needs, wishes, terms, and time frames the more effective you can be in developing the proper close. Second, what *prevents* you from getting the "close" in the first place often has everything to do with what the customer is *not* telling you! Why is this the case? A customer is often reluctant to offer vital information to someone who might use it to close them! If this is the situation, you'll need to do a little more probing, and listen *intently* to the answers. A common denominator of all great closers is that they are great listeners, especially for what's *not* being said!

A Little Organization Goes A Long Way

If you are now a selling champion it is a “given” that you are well organized. It became a necessity, some time ago, to develop an effective system to follow-up with your customers, and for having a specific place for everything that’s important. Clutter always adds to confusion, and will also waste a great deal of your valuable time. You can’t afford either if you are truly going to be a “selling machine!” Since we instinctively know this to be true, it stands to reason that you could certainly be delaying your success simply by not becoming a bit more organized. After all, how many confused and inefficient million dollar writers do you know?

Failure Is Always An Important Part Of Success

Thomas Edison always considered every “failure” to be an important *steppingstone* to success. His explanation was that he actually discovered something else that wouldn’t work, which furthered him down the path, bringing him even closer to something that would! Successful people are willing to try a lot of different things to improve. Failure is not what prevents success. However *fear* of failure does. People who move forward in life are not afraid to try something new. Conversely, those that are afraid to take a new step in the right direction are the people who always remain stuck in the same old rut. If you wish to move up the selling ranks you must go beyond your present “comfort zone,” and try something *new* that stands a good chance of improving your results. The very *first step* is always the most important one, one that every sales champion takes!

About Scott Morris: Scott has been a salesman, sales trainer, or store manager for America’s 4 largest furniture retailers at the time. His mission is to stop the high sales associate turnover rate within the industry. He produces the new, advanced level sales training course “The Best Furniture Sales Training Ever!”; plus 12 Customer “Handouts” to bring back the 75% who leave without buying. He also designed The “Sales Questions Laminate” to help every salesperson drive the conversation most productively with every customer! Contact him at: hsm7777@att.net, or visit TheBestFurnitureSalesEver.com