

10 VERY IMPORTANT THINGS FURNITURE RETAIL SALESPEOPLE NEVER GET TRAINED ON!!!

1. How to immediately **bond** with customers and win them over, with the exact **key phrases** that never fail to get the job done!
2. Truly **amazing stories** about furniture construction the manufacturers don't even know, that'll turn boring construction features into a "**magical store experience**" customers will remember forever!
3. How to quickly determine where your customer "**lives**" **emotionally**, which then enables your product presentation to go from one based simply on the "merchandise," to a very moving and **emotional event** for the customer!
4. Most sales courses advise you to always "present **in light of the customer's needs**." However, no training ever expresses specifically what **those exact needs will be**, or exactly **how** to arrive at all of them!
5. Product knowledge is very important, but "**presentation skills**" are separate, and are a distinct "**art form**." A similar comparison would be to liken product knowledge to a script, but it also takes highly developed acting skills to bring the **script to life**!
6. The customer's decision to buy an item in the store is only based about ½ **on the merchandise** itself! There are a **host of other issues** they have to resolve personally, concerning their unique circumstances and living space, before they can proceed with the purchase. A highly trained salesperson is able to help the customer **decide on these things** as well.
7. Most customers make furniture decisions about the environment where the furniture will be going simply on a "**gut feel**" and

instinct. A little bit of **direction on “decorating basics”** goes a long way, to ensure the total look is thematic and “pops.” “Miss Customer, I would like to share some insightful **smaller room decorating basics** with you, would that be ok?”

8. Knowing the actual “**decision making process**” is critical to understand what each customer routinely goes through. When someone cannot make up their mind, a highly trained salesperson knows why the customer’s mind is **stuck in a rut**, and how to quickly get it back on **the decision-making track!**

9. You’ll hear the phrase often (ABC) “**Always Be Closing!**” But what do you need to be **closing the customer on** besides the merchandise? They have to first be sold on **you** (the salesperson), the **store**, the **brand**, the **terms**, the **service**, and how it will all **tie in** to the room. Every salesperson should know exactly how to sell each one of these **perfectly**, as well as the merchandise!

10. A true “**professional**” really is one! It’s someone who always views their role as “**dedicated health professional**” and takes responsibility for looking out for every customer’s **health and well-being**. This means addressing everyone’s **2 major “creature comfort” needs: mattresses and recliners!** Customers don’t realize how “bad” their old mattress is until they lie on a new one!

Also being able to recline and prop one’s feet up is great for one’s **circulation and blood pressure, reduces heart rate**, and can **reduce back and neck pain or discomfort**. Customers really don’t know what they’re missing until they try one! A true “professional” knows how to effortlessly **transition their customers** into the mattress and recliner departments. Most shoppers initially won’t know it, but their very **health and well-being**, plus their **quality of life** will be significantly affected by it!