

5 Questions to Ask Salespeople to Evaluate Your Sales Training!

1. Do you ever discuss the room's **"focal point"** with customers?

(Why? The proper arrangement of the furniture is normally dictated by it.)

2. Can you make an interesting and **engaging product presentation** for a full "20" minutes on any set in the store?

(Why? That's about how long it takes for them to **"decide"** on something.)

3. When customers say to you, **"Got a card?"** What is your response?

(Why? A good salesperson knows it's very important to find out why they aren't buying, and overcome it. The process is known as **"isolating the true objection,"** and **"overcoming it."** It must be done in a very friendly and non-defensive way!)

4. Exactly how do you view **"your role" in the sale** in relation to your customer?

(Why? The best salespeople view themselves as **'experts,'** and someone who needs to lead the customer both conversationally, and physically around the showroom; while providing valuable insights every customer lacks and needs to make a truly "informed" decision.)

5. Can you tell me **3 "bonding phrases"** you like to use with your customers?

(Why? Your relationship with the customer is everything, and the selling process proceeds from it. There are "key phrases" that can **win customers over instantly,** that will make them both **trust** and **like** you!)

However, that's just the beginning of their true training needs. Learn the **"16" important things** furniture salespeople never get trained on, by listening to the audio at the top of my site titled, **"The ½ of the training you've been missing!!!"**

Talk about an eye opening experience! Simply speak into your phone "Scott Morris Furniture Trainer," or click: <http://www.TheBestFurnitureSalesEver.com>

