



SELLING TO THE OTHER 75%!



TAKE HOME HANDOUTS TO "LOCK IN" YOUR CUSTOMERS!

About **3 out of 4** customers will leave your store **without buying!** Stores have never really **addressed this reality** in any effective way. There are many legitimate reasons why a shopper **cannot buy** "today." Perhaps they really do have to **measure first**. Or maybe they have to **bring in someone else** who has to be involved in the decision. Perhaps the house will be built next year and they are **getting ideas way in advance!**

It could be that they want to **survey a few other stores** before making a final decision. Perhaps they are **just curious** about your store, and might eventually come back when they **do have a need**. So what should you do with the **75% who can't buy today?**

You need to give them an **appropriate handout to take home with them!** They're certainly worth just **cents on the dollar!** After all, how much did it **cost you** to bring them in?

HERE IS WHY YOU WANT THEM TO LEAVE WITH A HANDOUT!

- * It provides an in-home constant reminder of their **trip** to your **store**
- * It provides information to help them make **better decisions**
- * It allows them to realize your **store** is much more **professional**
- * It gives you a "**presence**" when they're making a decision at home
- * It's helpful to **convey important** information to important others
- * It's very persuasive in **convincing** their "**other half**" to come in

How are you **handling the 75%** that leave without buying?

Probably just like everybody else!
They'll get a business card and a copy of the ad.

Is that making the store experience more **memorable?**

Is that **really helping them?**

Is that **going the "extra mile?"**

Are you really **setting yourself apart?**

There are "12" very helpful Furniture Handouts now available that will increase customer "mindshare," and set your store apart!

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