

The 10 Biggest Mistakes Most Furniture

Salespeople Make During The Sale!

1. The initial conversation usually begins without the salesperson doing anything special for the customer. Giving something of value when they first come in breaks the ice, and makes the customer much more favorable to answering any follow-up questions. It employs the well-known principle of “reciprocity!”
2. The “first tier” of questioning is nearly always too limited, and too shallow. Here is an example of what I mean. “What brings you in today? Sofas, o.k.! Stationary or reclining? Do you prefer cloth or leather?” Then the whole focus immediately turns to just **showing the merchandise**. Here are some other things that should be found out first. “Who will be using it? How long do you need it to last? Do you have pets? Does anyone using it have back problems? “Is there a substantial difference in the height of the adults who will be using it?”
3. Questions concerning the room it’s going in are truly “critical” to ask, because the features within the room will play a large role in shaping the shopper’s **final decision**.
4. When “presenting” the furniture most salespeople just chat about the item’s features and benefits. Going the extra step to get the shopper physically involved helps them to sell themselves. They are actually “assuming ownership” each time they touch the piece!
5. The salesperson remains a stranger during most of the customer’s visit. There are many great “bonding phrases” that can be used early on that can change that. Improving the relationship also builds trust and likeability, which certainly increases the chance for getting the sale!
6. When a customer says they need to think about it and come back, most salespeople simply “thank” the customer and give them a card, not wanting to “offend” them. However there are **standard things** most customers have to think about and decide upon, that a trained salesperson should always try to “discover,” and then skillfully guide and help them with.

7. Generally there is a great reluctance to “**T.O**”. a customer, even when it’s really needed, such as when there is obvious friction or language barrier. A little training can go a long way here that would enable very smooth “transitions,” and a lot more sales!

8. There is generally very little training on the most important part of the sale, “closing the customer.” It is the only part of the sale that the store or salesperson gets paid on! It cannot entirely be put on the salesperson that they don’t try hard enough to close, because most simply don’t know how to go about it properly!

9. If the customer does have to leave without making a decision, then all they take home with them is a business card and perhaps a copy of the ad. The salesperson, if the store doesn’t provide good take-home materials, should at least send the customer home with a nice “sketch” with the dimensions of the furniture. It provides a constant visible reminder of the salesperson’s help, and of their delightful visit to the store!

10. When a shopper does buy, most salespeople think their job is done. Yet in many instances it should be viewed as simply the beginning! What the customer needs to buy in the future may be much more than today’s sale. So spending time after the sale to explore their future needs, with the promise to forward them the right information at the right time, is critical to locking in and ensuring their future business!

A Final Thought!

Hopefully, these perspectives and concepts will become part of your daily thinking. What just might happen if they do? You may have heard it said:

“Change your perspective, and change your life!”

Happy Selling!

Scott Morris