



SALES TRAINING HANDOUT #10

GREAT CUSTOMER QUESTIONS FOR EACH ROOM!



Why are asking “**great questions**” so important during the sale? They allow you to easily get the **conversation off and running!** They also allow you to “**connect**” with your customer immediately, in a helpful and friendly way. Asking good questions enables you to keep the **conversation “on track,”** and to “**move the sale along,**” making better use of both the customer’s and your time. And last, but not least, they enable you to **discover many important things** allowing you to **help the customer better.** You will also find that asking just the “right question” often helps the customer to **discover** things they hadn’t thought of, or to **clarify their thinking,** giving them the **confidence** to proceed with their **purchase!**

THE DIFFERENT KINDS OF QUESTIONS

The first page of the training course “**The Best Furniture Sales Training Ever,**” reveals 20 great questions to ask your customers **initially.** They cover **3** specific types of questions, concerning “Their **current situation,**” “**The room** it’s going in,” and “**The merchandise**” they are interested in. The following **additional questions** are designed to be used for specific types of furniture, such as “**living room sets,**” “**bedrooms,**” and so on. They will cause you to be perceived by your customers as the **most helpful salesperson** they’ve ever met!

In addition to the four types of questions we just covered, there are many more that must be used during the selling process; such as customer “**opinion**” or “**confirmation**” questions, “bringing out the **hidden objection,**” “**trial closing,**” “**closing,**” and “**order processing**” questions. It is extremely important to present the questions in a very comfortable way, one that “**flows**” **with the conversation,** and not in a manner that will make your customers feel uncomfortable. It pays to keep in mind that customers don’t shop for furniture very often, and they always need **your “guidance”** to help them think through several key things **they haven’t even considered!**

Asking the “right question,” at the right time, is “key” to your success!

LIVING ROOM SETS

1. What pieces are you looking for?
2. Have you seen something you like?
3. Do you have a particular style, or color(s) in mind?
4. What’s the most important, “looks” or “comfort?”
5. Will you be watching TV in this room?
6. Do you children or pets?
7. Who else might be using it?
8. What will the room’s “focal point” be?
9. Will you be having “snacks” in the room?
10. Is the room ready?
11. What are the carpet and wall colors?
12. Does it need to be extra sturdy?
13. What would you like the “feel” of the room to be?
14. Do you like a “minimalist” or a “decorator” look?
15. What furniture will be staying in the room?
16. What accessories or accent colors can create the “feel” you want?

17. What will provide the “task” and “ambient” lighting?
18. Do you like to move things around a lot?
19. Do you plan on moving soon?
20. Is there an overall “theme” for the room?
21. Will you often be sitting for long periods?
22. What would you like the room to “Say” to your guests?

BEDROOM SETS

1. Is there a style or finish you prefer?
2. What size bed are you thinking of?
3. What size bed do you have now?
4. Do you watch TV or read in bed?
5. Do you often “prop up” pillows?
6. Do you ever experience any back pain while in bed?
7. Is your bedroom for sleeping only, or a “great place to relax” too?
8. Have you experienced all the tremendous benefits of an adjustable bed?

