

## What is selling all about?

- Selling is *understanding* all of your customer's needs, both expressed and hidden, relative to your products.
  - Selling is providing **solutions** to customer's problems.
  - Selling is matching your product's features to a customer's needs, and "closing" the transaction.
  - BUT, selling is **understanding your customer *first.***
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## The Oldest Sales Wisdom

***"People don't care how much you know, until they know how much you care."***

## What is buying all about?

- It's not just about the products you sell.
- It's about what you stand for.
- It's about *quality of life* for your customers.

## Features, Advantages, and Benefits

- What do People Really Buy?
- People do not buy "products", at the most basic level.
- People buy the things they believe the products will **do for them.**
- It can be anything from making them more comfortable to making them feel better about themselves, or showing off for their friends or relatives.

**Key Essential Success Principle:**

***People buy benefits that are personal to them***

**Basic Things You Must Know:**

- Features, the *attributes* a product has, are *not* benefits.
- Some product *features* provide inherent *advantages* over other products – but are *not* always benefits to the buyer.
- There are no product *benefits* that lie outside a customer's needs.
- "Meanings" are in *people*, not in *words*.
- Words can mean different things to different people – for example:
  - **"Quality"** – quality is relative to what people can afford.
  - **"Value"** – people expect quality, but understand that in the end you get what you pay for, so quality can be "good enough" or "the very best."
  - **"Expensive" – "Cheap"** – The right combination of quality and perceived value will differ among consumers. Learn where your customers "comfort zone" is for price and quality.

**And, remember:**

***Meanings are in people – not in words***

***Telling is not selling***

## What Do Customers Really Want?

- They want to **feel good – be happy.**
- They want security.
- They want comfort.
- They want personal fulfillment.
- They want social acceptance.
- They want a hassle-free existence.
- They want to save money and time.

## What Do They Want from YOU?

- They want **help** getting all those things.
- They want *you* to know about *them*, before *you* tell **them** about *you*, or your store, or your products.
- Selling is to understand **first**, then to solve the problem, fill the need, and help them decide to buy.

## So, what is selling?

**Understand a need and fill it.**

- **It's about what you stand for. It's service to customers first and helping them get what they want to improve the quality of their lives.**

## Goals for Retail Salespeople

Three things you should be doing now, and always, to maximize your sales and your income that you're probably not doing now.

### 1. Set Your Annual Income Goal

- Decide what number you want to see on your W-2 form for the year.
- Be reasonable and talk this over with your sales manager.
- Write down ***what you are going to do*** to get to this goal.
- Lay out a total plan using your own performance statistics.

### 2. Track Your Performance Metrics

- You need to know three things about your performance to succeed;
  - Your number of customer opportunities over time
  - Your close ratio.
  - Your average sale (average customer purchase)

### Why do you have to know these things?

Your "Gravity" Equation for Success is:

***Customer Opportunities (x) Close Ratio (x) Average Sale = Sales***

***Sales minus returns and cancellations (x) commission % = Income***

### A Fundamental Principle:

**You cannot change what you do not measure.**

## The Critical Metrics Defined

### Customer Opportunities:

- How many opportunities do you get per day, week, month and year to sell something to someone?
- Everything that happens to you in your work begins with this number.
- In baseball, this is the number of times you're **up**-to-bat.

### Close Ratio:

- How many sales do you close with the number of customer opportunities you get?
- You have to count every customer every time they come in – you count customer visits, *not* people.
- You need to know where you are in your company's rankings.
- In baseball, this is your batting average.

### Average Sale:

- How much, on average, do you sell to each customer who buys?
  - Simply divide your total sales dollars by the number of transactions (not tickets) you close.
- Know where you stand in the rankings among other sales associates in your store.
- This is your "Runs-Batted-In" total.

### 3. Build a Customer Database

***The biggest mistake retail salespeople make in retail one-to-one selling environments is not keeping customer contact information for everyone they serve – whether they sell them or not.***

#### **Real Pros Live Off Their Contacts.**

- Waiting for the door to open is not a plan for success.
- Waiting for something to happen won't help you achieve your goals.
- Making things happen is your responsibility to yourself, your family and your company.
- Take control of your time and your life!

#### **Deal With Customers on *Their* Issues – First!**

- Seek first to understand, *then* to be understood.
- Your ability to connect, personally, to each shopper will determine whether you succeed or fail.
- **If your agenda is to sell something, you'll be mediocre.**
- **If your agenda is to understand first, you'll be great!**

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In future sessions of Essential Success Training I'll show you how to do specific, simple things to improve each of your critical selling metrics, sell more furniture, and make a lot more money.

For questions or more detailed information regarding this training session send an email with your questions, comments or requests to [joe@joecapillo.com](mailto:joe@joecapillo.com).

# Personal Selling Training for Retail Furniture Salespeople

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