

RICK'S NEWSLETTER

APRIL 2021



Living with the Covid-19 pandemic these past 12-months has led us to uncertain times. I truly hope we can all look back over the past year and be thankful for our successes. We can also reflect and learn from any short comings or mistakes we might have made. With a positive attitude we can look forward to the future with anticipation for growth, improvement, and many blessings!

Pre-Covid, my family and I invited a few close friends to our home for a special celebration dinner. The last time we had invited this same group over for dinner was a few years ago when my mother happened to be visiting. My family and friends know her as "Nona" and let me tell you, when Nona is in town, the kitchen belongs to her! She has become legendary among our friends for her spaghetti and meatballs. Everyone loves Nona's cooking.

Our friends had hinted a few times at how much they would love to enjoy the same delicious meal again. And so, I decided that I would give my wonderful wife a break and that I would prepare the meal for this festive event, Nona's famous Spaghetti and Meatballs. The only difference is that Nona was over 500 miles away this time.

After a moment of panic, I knew just what to do. I needed to call Nona and get her recipe and instructions. During my conversation with Nona, she made it clear that it's not just about the proper ingredients but it's also about following the proper preparation steps. "No skipping on any of the steps" she reminded me several times. Nona emailed me the ingredients and the proper steps in preparing the meal.

She also said, "p.s. don't skip any of the ingredients and follow ALL of the procedures and steps in the exact order". Well, I followed the ingredients and steps to a tee. The spaghetti, meatballs and homemade sauce turned out fantastic! The dinner was a great success and my family and friends complimented me on such a great dinner.

Just like Nona would say a great recipe is not just the ingredients but the proper steps and extra time you take in the preparation. I'd like to say successful selling occurs when we follow all the proper steps and put in the preparation. The nine essential selling steps are a true recipe for success in selling, every time.

NINE ESSENTIAL STEPS

Let's Study and memorize each of the 9-Essential Steps in their proper order. Satisfied guests happen when you follow this recipe. I will draw attention to each step and explain more in detail throughout the year. I want to help you create a satisfied guest for a lifetime of purchases, not just one sale.

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| 1 | Greeting | 6 | Reinforce the sale |
| 2 | Qualifying | 7 | What's the next Purchase |
| 3 | Comparison Selection | 8 | Proper Good Bye |
| 4 | Presentation | 9 | Follow up after the sales |
| 5 | Asking for the Order | | |



Rick Gioia

DRSG SALES TRAINER

Enthusiasm and passion brought Rick Gioia into the furniture industry nearly 30 years ago. As the former owner of Stratford Furniture and Sleep Centre, Rick was able to transfer his approach into sales, maintaining 70% of the area's market shares in bedding for 12 years. Lucky for us, Rick's generosity led him to share his energy and experience first as a motivational speaker at John F. Lawhon seminars and then as a member of the dRSG team. Rick specializes in training and will light a spark under any sales team!

RICKS TIP OF THE MONTH:

Success is about creating benefits for all and enjoying the process. If you focus on this and adopt this definition, success is yours"

Vince Lombardi