

RICK'S NEWSLETTER

APRIL 2023

I have gone over many things in my sales webinars so that you can grow in your selling capabilities. It is my hope that you have been putting those things into practice so that your guests can have the best possible experience when visiting your stores. When you take the time to build a strong and confident relationship with your guests that is what can bring growth to your business.



1 COMMUNICATION

The key to any good relationship is communication. Without good communication you are missing out on many opportunities to build that relationship with your guests. The first thing you want to do is ask questions and to be listening to your guests' responses. Be sure to not dominate by spending too much time discussing your company or products, leaving the guest on the outside of the conversation. Make sure you invite your guest to be involved in the conversation and take the time to listen to them after you ask them a question. Also, never assume the answer before you have fully listened to the guest. Listening is a practiced skill that can bring much dividends.

2 EXCEED EXPECTATIONS

Put plainly, "under promise and over deliver". You always want to leave an opportunity to impress your guest, that way they will keep coming back. If you were to over promise or over sell your product, you would leave your client feeling distrustful and with a loss of confidence in both your company and product. Remember it is much easier to sell to a satisfied guest than to deal with a unsatisfied guest. The goal is to have them come back to purchase more because of a good relationship with you and their satisfaction in your product. We do not want them returning to complain when product does not fulfill promises that were actually a stretch of the truth.

3 ASK YOUR GUEST FOR FEEDBACK

If your guest has a good or bad experience they will make it known. It is best to create an atmosphere that values feedback of any kind. You want to open up the conversation with your guests to offer better solutions that can meet both their wants and needs. Whether it is a compliment or complaint, be sure to make it a priority to address your guests' valid concern.

4 CONNECT WITH TECHNOLOGY

Taking advantage of the benefits today's technology has to offer within this industry is important. The internet and the ability it gives you to communicate with your guests is a valuable asset to utilize so that you can share information and keep in touch. Before you do so, ensure that you have permission from your guests. You should only ever share things that are in your guest's best interests.

5 SHOW APPRECIATION

Your guests should always be made to feel that they are appreciated. Being friendly and showing that you are grateful for their business leaves a good impression on your guests which leads to them wanting to return for future purchases. We can often forget about our guests once we have made the sale. It goes a long way to show trust and confidence in you as a business when you remain in contact with your guests after the sale.



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!

RICK'S TIP OF THE MONTH

Implementing these five tips into your daily work life is key to developing a strong relationship with each and every guest you interact with. When guests feel appreciated and valued they open up to communication and relationships that will not only solidify a trust in their purchase today, but also keep them coming back for future purchases.