

# Introduction

In order to improve we must be able to know where we are and where we want to go. If we can accurately measure ourselves and implement accountability to our goals, we are much more likely to achieve our goals and possibly even exceed them.

You will never experience the success you could have if you are not willing to measure yourself. Measurement forces improvement.

The Daily Guest Contact sheet measures your successes and short comings. It measures your opportunity and your area for needed improvement.

Encouraging us to press forward to improve. Also highlights our successes and the guest we will need to follow up with. This same sheet is a valuable resource for your whole store. The information recorded on the sheet allows the store to identify peak hours so they can have the store adequately staffed for these hours. It provides insight as to the success or failure of your stores' advertising. It also allows your store to monitor inventory that sells well and promote the movement of stock that isn't selling to clear the follow for new upcoming stock.

The Daily Guest Contact sheet is so much more than simply about your own performance. I highly recommend you take advantage of all the ways it can help you to improve — this is of the greatest importance for you and overall store performance.

## Understanding!

To change yourself or your routine you must have understanding. Without understanding we become frustrated and fail.

We need understanding of —

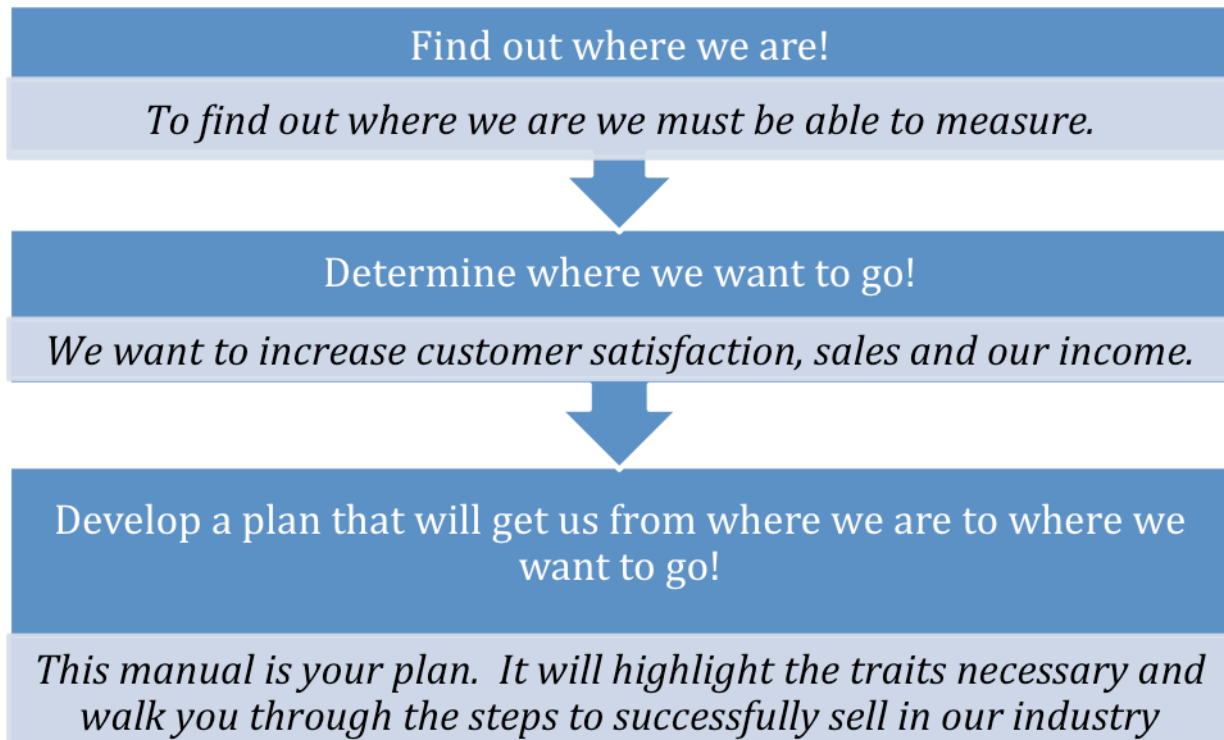
- the need for change and the positive ways in which to improve;
- programs and teachings to help us improve;
- the full potential when the program is followed through.;
- the knowledge and skills that are needed to succeed; and
- the proven track record of this improvement in others.

Frustration is created when you do not understand the purpose and intent of the change and lack of comprehension produces frustration. Frustration brings on disruption or negativity and this negativity can be a breeding ground for failure and can be contagious.

***When we have understanding, we have an atmosphere for success!***

# Where do we Start?

You will never, ever lose a sale because you knew too much about your product or your guest — never! But you will lose a lot of sales because you did not know enough about your product and your guest. There is a system to selling...



You will find the tools you need in the following sections:

- Section 2 Measuring
- Section 3 What is a Guest
- Section 4 What Is Selling
- Section 5 The Six Groups of Knowledge
- Section 6 Nine Essential Steps in Selling
- Section 7 Habits
- Section 8 Peak Traffic Times
- Section 9 Slow Traffic Days
- Section 10 Phone Ups
- Section 11 Fabric Warranties
- Section 12 Housekeeping
- Section 13 Selling Payment Plans
- Section 14 Seeing Results
- Section 15 Job Summary: Sales Professional
- Section 16 Worksheets & Check Lists