

Guest vs Customer (Part 2):

What is a guest? _____

What is a satisfied guest?

Who's the easiest Guest to sell to? _____. They are coming into your store expecting to buy.

What is an unsatisfied guest? _____

After the sale your customer will either become more _____ OR _____ with the product they have purchased.

Never ever _____ your product. Overselling your product, will lead to _____

When serving your guest, you should not sell with the intentions of "_____", Instead focus on serving the needs for a lifetime. By building trust and loyalty you will earn a guest for _____.