



Quiz for Video Answers

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DRSG Video Training Program Quiz

SESSION 1 — Guest vs Customer (Part 1):

What is one of the most powerful tools you can use in sales? **Your smile**

A customer should be viewed as a **Guest**

By communicating **guest** in how you see and interact with your customers, you will improve **every aspect** of your career.

A guest is someone we **value**. Someone we treat with **dignity and respect**.

What are some things you can do to give your guest the best experience?

- **your store should always be neat and tidy**
- **be well organized and ready to greet your guest with enthusiasm**
- **look professional and wear your million dollar your smile**

How can we go the extra mile and make our guests feel their visit is welcomed?

- **never pre-judge**
- **treat every guest with dignity and respect**
- **every guest counts. Be patient and courteous to even the most difficult guests; common courtesy can go a long way**

When we treat our customers as guests they will **recommend** you to their family and friends?

Your guests are **not professional buyers**. They are **shoppers** seeking to fill their needs with your **products and services**.

Guest vs Customer (Part 2):

What is a guest? **A Guest is anyone who requires our products or services, today, tomorrow or in the future.**

What is a satisfied guest? **A satisfied guest is a guest that buys from your store and is completely satisfied with their purchase because it meets all their needs and expectations.**

Who's the easiest Guest to sell to? **A returning satisfied guest.** They are coming into your store expecting to buy.

What is an unsatisfied guest? **An unsatisfied Guest is a Guest that does not buy from your store. They leave to have their needs met somewhere else.**

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

Never ever **oversell** your product. Overselling your product, will lead to **dissatisfied guests.**

When serving your guest, you should not sell with the intentions of **“just making one sale”**. Instead focus on serving the needs for a lifetime. By building trust and loyalty you will earn a guest for **life.**

SESSION 3 — What is Selling:

What is your profession? **Sales professional**

The difference between failure and success comes down to what the salespeople **know** and how well they use their **knowledge**.

You will never lose a sale because you knew too much about **your product** or the **needs of your guest**.

What is the Definition of Selling? Selling is supplying your guest with the **information needed** to make the **best buying decision** in your store.

To be successful we need to have **skills and knowledge**, as well as an accurate **measuring system**.

Discipline will help you become better **today** than you were yesterday, better **tomorrow** than today, and better **next year** than you were this year.

Two key ingredients needed in any profession: **specialized knowledge** and **specialized skill**.

Plugging into the system to improve yourself will make selling easier. The easier it is for you to **sell**, the easier it is for your guest to **buy**.

Becoming a **specialist** in our field will bring more and more success.

When we have the skills and knowledge we will be more confident to sell. Knowledge produces **confidence**. Confidence produces **enthusiasm**. Enthusiasm has sold more than all other attributes combined.

It is important to have **current** and **accurate** information.

Six Groups of Knowledge (Part 1):

The first group of knowledge is knowledge of your **products** and that of your **competitors**.

If you don't know your products just as **good** or **better** than anyone else in your company, than you don't know all there is to know.

Time is the most valuable gift that we are given. Use your time wisely for your best **productivity**.

The easier it is for you to **sell**, the easier is it for your guest to **buy**.

Always have the **information** needed to make the sale.

Things you need to know about your products:

- 1) manufacturers name**
- 2) where the product is made**
- 3) model and sku number**
- 4) Price (both sale and regular)**
- 5) measurements**
- 6) stock product or order in product**
- 7) does the product need assembly**
- 8) warranty and cost of extended warranty**

When the **benefit** of the product exceeds the **price tag**, your guest will buy.

Six Groups of Knowledge (Part 2):

The second group of knowledge is the knowledge of your **inventory** and that of your **competitors**.

You should encourage your guest to enjoy two **benefits** of every **feature** the product offers.

Your best sellers are the top **20%** of your products that are producing **80%** of your business.

Best selling products should never be **taken off** your sales floor.

Know where the products advertised in your flyers are **located** on your sales floor.

Know if your best sellers are **in stock**, and if not, when they will be back in **inventory**.

Six Groups of Knowledge (Part 3):

The third group of knowledge is knowledge of your **advertising** and that of your **competitors**.

We invest **thousands of dollars** to attract guests to our stores. We need to be **prepared** for when these guests arrive.

Make sure you have **current** knowledge of your **company's advertising** as well as your **competitors advertising**.

Three ways you can shop your competitors

1) visiting your competitors stores

2) shop your competitors website

3) make sure you have reviewed all of your competitors advertising

Six Groups of Knowledge (Part 4):

The fourth group of knowledge is knowledge of your **credit or finance plans** and that of your **competitors**.

One of the most powerful tools that you have is the ability to **finance**. It will enable your guest to act **now** rather than later. It will also enable your guest to buy the **best**, rather than settle for second best.

Financing will increase:

1) your closing ratio

2) your average ticket

3) your extended warranty plan sales

4) build customer loyalty

Know all your **finance plans** and **administration fees**.

Six Groups of Knowledge (Part 5):

The fifth group of knowledge is knowledge of your **policies and procedures** and that of your **competitors**.

Follow your companies policies and procedures. Be sure you are educated on policy and procedures for:

- 1) delivery**
- 2) restocking fees**
- 3) lay aways**
- 4) accepting cash, cheque and finance**
- 5) removal of old furniture**
- 6) service issues**

To better learn the **policies and procedures** of your company, become familiar with the manager and staff of **all departments**.

Six Groups of Knowledge (Part 6):

The sixth group of knowledge is knowledge of your **website** and that of your **competitors**.

"Always walk where your customers walk". Visiting yours and your competitors **websites** weekly will enable you to have the **current** information needed.

Information we can obtain from the website(s):

- 1) current sales and promotions**
- 2) selection of products**
- 3) finance offers**

Nine Essential Selling Steps: Steps 1-2

Greeting is the first **essential** step needed by a sales person to succeed.

Your **smile** is the first thing you need for a successful greeting.

Smiling is **contagious**.

"Of all the things you **wear**, your **expression** is the most important" *by Janet Lane*

Never **approach** your customer, let them **walk** towards you.

Try to have a **designated** spot in your store that you can welcome your **guest** in a non-threatening manner.

Always **greet** your guest on an **angle** so you are not over powering them.

Make sure you give your guest enough **time** to adjust to the **store lighting** when coming through your entrance.

Always be mentally **prepared** to wait on your guests.

Keep a list of **effective** greetings and use them.

Second Essential Step

The Second essential step in selling is **qualifying** your guests needs.

Definition of browsing: **is to aimlessly wander**.

20% of your guests have **pre-qualified** themselves before they come through your door.

With 80% of your guests, you must raise their level of **dissatisfaction** with their current products. Raise their level of **satisfaction** with products in your store.

Nine Essential Selling Steps: Steps 3-5

The third essential step in selling is mastering the comparison selection.

Always give your guest a comparison in comfort and price.

Know where the comparable products are on located on your floor.

By offering your guest a comparison selection you will keep them shopping in your store, rather than leaving to go see comparisons at competitors.

Most guests will buy a better product than they originally budgeted for when the comparison selection is done properly.

Fourth Essential Step

The fourth essential step in selling is your presentation.

Your product is your script. Write down and memorize all the benefits and features that the product has to offer your guest.

Practice your presentation with fellow staff members.

When you perfect your presentations, you will become more believable and your guest will have more confidence in you and their buying decision.

When your customer experiences a benefit that satisfies their need, they will not want to lose that benefit.

Fifth Essential Step

The fifth essential step in selling is asking for the sale and taking the order.

When the benefits of the product exceed the price, you simply then ask for the order.

If your guests are hesitant and not ready to make the sale after your presentation, go back to the qualifying stage.

Nine Essential Selling Steps: Steps 6-9

Sixth Essential Step

The sixth essential step in selling is **reinforcing** the sale.

Before the customer leaves the store, reinforce on the **two** key benefits that your guest appreciated most about the product they just purchased.

Reinforcing the key benefits keeps the customer **positive** about their purchase and less chance for **regret**.

Seventh Essential Step

The seventh essential step in selling is **preparing** your guest for the next purchase.

The million dollar question : It may not be today, it may not be tomorrow, perhaps even in a year from now, if you were to add or replace any other item in your home, what would that be? When the guest responds, ask them what they don't like about the **product** they are using now. Offer to show them the products you have that would **fill** their need.

Eighth Essential Step

The eighth essential step in selling is **saying good-bye**.

When saying good bye reassure the guest that if he or she has any further **concerns** or **questions** that they should not hesitate to contact you or your store.

Ask your guest to **refer** you to all their family and friends. Assure them you would be happy to help with their **product** or **service** needs.

Let your guest know that you will **stay in contact** with them.

Ninth Essential Step

The ninth essential step in selling is **follow-up**.

Follow up isn't about selling, it's about **building relationships**.

The first thing to do in the follow up is to **send** your guest a **thank you note**.

After the product is delivered, call you guest to make sure they are **satisfied** with the product and your company's service.

90 days after the product has been delivered, make a call to make sure the guest is still **satisfied** with the product.

Measuring (Part 1):

The purpose of measuring is to improve.

To improve, you need to know where you are and where you want to go.

Whatever you accurately measure will improve.

You must become accountable for every guest you come in contact with. See the daily up sheet as a means for improving your personal sales.

What do we measure? :

1) Traffic ups: the total from door counter divided by four.

2) Recorded ups is the total on your up sheets.

3) Number of sales calculated from your up sheet (2 and 3 measures your Closing Ratio).

4) Extended Warranty.

5) Average Ticket.

Analyze all the data you record to detect and correct.

Measuring (Part 2):

Average ticket is the average sale **amount** for every guest that made a purchase.

The best way to increase your average ticket is to **improve** your comparison selection skills.

You are doing an injustice to your **store** and your **guest** if you do not sell extended service plans.

By recording what I am doing every hour, I will **increase** my productivity.

Habits:

A Good Habit is a behaviour that is ***beneficial*** to one's physical and mental health. Often linked to a high level of ***discipline*** and self control.

A Bad Habit is a pattern of behaviour that is ***detrimental*** to one's physical or mental health. Often linked to a lack of ***self control***.

What Habits are Controlling Your Life ?

Every one of us have formed habits in our lives, both good and bad. We've developed habits that promote and produce positive returns in our lives. We've also developed habits that demote and produce negative responses and sometimes even cause havoc in our lives.

Habits are a natural occurrence and develop most often without our knowledge or approval. The key to improving our lives, careers and families successfully is to monitor the successes and failures of our habits and make efforts to change what needs changing.

The habits that are bringing you success - continue to do and even improve on. The habits that are not bringing you success - discontinue and replace with new, more positive ones. This takes much effort as bad habits are easy to form and hard to change.

Most salespeople have selling skills that just don't work. Habit keeps them using these unsuccessful techniques over and over again. No or little selling takes place and orders are written less than 20% of the time. The longer these nonproductive skills are practiced the harder they will be to change. The more they are practiced the better the salesperson becomes in getting worse.

When effective selling skills are practiced and continuously improved on the better the salesperson becomes at getting better. These effective skills when used consistently will become a productive habit. After 21 days the habit will become easier and easier and your skill level will improve.

In monitoring the habits, you will need to be self-disciplined and open to new ideas. You will need to examine yourself, your attitude, your expression (both physically and verbally), your calendar, your work ethic and your devotion to improvement. Your bad habits will gladly hang around if you allow them to. You need to choose to stop them and look to form new habits that will bring success and promotion.

You are the one who needs to chart your habits and their successes and failures. This will allow you to know what is working and what is not. What is being effective with your guests and career and what is not. The discipline has to come from within and be consistent.

Selling Warranty:

No Fear we are **Here!** This is what we can tell our guests when we have **sold** them the extended service plans.

People buy for one reason. They don't want to **lose** the benefit.

You can save your guest a lot of **money** by selling them warranty.

Your presentation should include all the **benefits** that your warranty plan has to offer.

You are doing an **injustice** to your store and your guest if you do not **sell** extended service plans.