



# **Quiz for Video Blanks**

**BY RICK GIOIA  
DUFRESNE RETAIL SOLUTIONS GROUP**

# 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? \_\_\_\_\_

A customer should be viewed as a \_\_\_\_\_

By communicating \_\_\_\_\_ in how you see and interact with your customers, you will improve \_\_\_\_\_ of your career.

A guest is someone we \_\_\_\_\_. Someone we treat with \_\_\_\_\_

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

- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_

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

- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_

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

Your guests are \_\_\_\_\_. They are \_\_\_\_\_ seeking to fill their needs with your \_\_\_\_\_.

# 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 \_\_\_\_\_.

# SESSION 3 — What is Selling:

What is your profession? \_\_\_\_\_

The difference between failure and success comes down to what the salespeople \_\_\_\_\_ and how well they use their \_\_\_\_\_.

You will never lose a sale because you knew too much about \_\_\_\_\_ or the \_\_\_\_\_

What is the Definition of Selling? Selling is supplying your guest with the \_\_\_\_\_ to make the \_\_\_\_\_ in your store.

To be successful we need to have \_\_\_\_\_, as well as an accurate \_\_\_\_\_

Discipline will help your become better \_\_\_\_\_ than you were yesterday, better \_\_\_\_\_ than today, and better \_\_\_\_\_ than you were this year.

Two key ingredients needed in any profession: \_\_\_\_\_ and \_\_\_\_\_

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

Becoming a \_\_\_\_\_ 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 produces \_\_\_\_\_. Enthusiasm has sold more than all other attributes combined.

It is important to have \_\_\_\_\_ and \_\_\_\_\_ information.

# Six Groups of Knowledge (Part 1):

The first group of knowledge is knowledge of your \_\_\_\_\_ and that of your \_\_\_\_\_.

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

\_\_\_\_\_ is the most valuable gift that we are given. Use your time wisely for your best \_\_\_\_\_.

The easier it is for you to \_\_\_\_\_, the easier is it for your guest to \_\_\_\_\_.

Always have the \_\_\_\_\_ needed to make the sale.

Things you need to know about your products:

- 1) \_\_\_\_\_
- 2) \_\_\_\_\_
- 3) \_\_\_\_\_
- 4) \_\_\_\_\_
- 5) \_\_\_\_\_
- 6) \_\_\_\_\_
- 7) \_\_\_\_\_
- 8) \_\_\_\_\_

When the \_\_\_\_\_ of the product exceeds the \_\_\_\_\_, your guest will buy.

## Six Groups of Knowledge (Part 2):

The second group of knowledge is the knowledge of your \_\_\_\_\_ and that of your \_\_\_\_\_.

You should encourage your guest to enjoy two \_\_\_\_\_ of every \_\_\_\_\_ the product offers.

Your best sellers are the top \_\_\_\_\_ of your products that are producing \_\_\_\_\_ of your business.

Best selling products should never be \_\_\_\_\_ your sales floor.

Know where the products advertised in your flyers are \_\_\_\_\_ on your sales floor.

Know if your best sellers are \_\_\_\_\_, and if not, when they will be back in \_\_\_\_\_.

## Six Groups of Knowledge (Part 3):

The third group of knowledge is knowledge of your \_\_\_\_\_ and that of your \_\_\_\_\_.

We invest \_\_\_\_\_ to attract guests to our stores. We need to be \_\_\_\_\_ for when these guests arrive.

Make sure you have \_\_\_\_\_ knowledge of your \_\_\_\_\_ as well as your \_\_\_\_\_.

Three ways you can shop your competitors

- 1) \_\_\_\_\_
- 2) \_\_\_\_\_
- 3) \_\_\_\_\_

## Six Groups of Knowledge (Part 4):

The fourth group of knowledge is knowledge of your \_\_\_\_\_ and that of your \_\_\_\_\_.

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

Financing will increase:

- 1) \_\_\_\_\_
- 2) \_\_\_\_\_
- 3) \_\_\_\_\_
- 4) \_\_\_\_\_

Know all your \_\_\_\_\_ and \_\_\_\_\_.

## Six Groups of Knowledge (Part 5):

The fifth group of knowledge is knowledge of your \_\_\_\_\_  
and that of your \_\_\_\_\_.

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

- 1) \_\_\_\_\_
- 2) \_\_\_\_\_
- 3) \_\_\_\_\_
- 4) \_\_\_\_\_
- 5) \_\_\_\_\_
- 6) \_\_\_\_\_

To better learn the \_\_\_\_\_ of your company, become familiar with the manager and staff of \_\_\_\_\_.

## Six Groups of Knowledge (Part 6):

The sixth group of knowledge is knowledge of your \_\_\_\_\_ and that of your \_\_\_\_\_.

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

Information we can obtain from the website(s):

- 1) \_\_\_\_\_
- 2) \_\_\_\_\_
- 3) \_\_\_\_\_



# Nine Essential Selling Steps: Steps 1-2

\_\_\_\_\_ is the first \_\_\_\_\_ step needed by a sales person to succeed.

Your \_\_\_\_\_ is the first thing you need for a successful greeting.

Smiling is \_\_\_\_\_.

"Of all the things you \_\_\_\_\_, your \_\_\_\_\_ is the most important"  
*by Janet Lane*

Never \_\_\_\_\_ your customer, let them \_\_\_\_\_ towards you.

Try to have a \_\_\_\_\_ spot in your store that you can welcome your  
\_\_\_\_\_ in a non-threatening manner.

Always \_\_\_\_\_ your guest on an \_\_\_\_\_ so you are not over  
powering them.

Make sure you give your guest enough \_\_\_\_\_ to adjust to the  
\_\_\_\_\_ when coming through your entrance.

Always be mentally \_\_\_\_\_ to wait on your guests.

Keep a list of \_\_\_\_\_ greetings and use them.

## Second Essential Step

The Second essential step in selling is \_\_\_\_\_ your guests needs.

Definition of browsing: \_\_\_\_\_.

20% of your guests have \_\_\_\_\_ themselves before they  
come through your door.

With 80% of your guests, you must raise their level of \_\_\_\_\_ with their  
current products. Raise their level of \_\_\_\_\_ with products in your store.

# Nine Essential Selling Steps: Steps 3-5

The third essential step in selling is mastering the \_\_\_\_\_

Always give your guest a comparison in \_\_\_\_\_ and \_\_\_\_\_.

Know where the comparable \_\_\_\_\_ are on located on your floor.

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

Most guests will buy a \_\_\_\_\_ than they originally \_\_\_\_\_ for when the comparison selection is done properly.

## Fourth Essential Step

The fourth essential step in selling is your \_\_\_\_\_.

Your product is your \_\_\_\_\_. Write down and memorize all the \_\_\_\_\_ and \_\_\_\_\_ that the product has to offer your guest.

Practice your \_\_\_\_\_ with fellow staff members.

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

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

## Fifth Essential Step

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

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

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

# Nine Essential Selling Steps: Steps 6-9

## Sixth Essential Step

The sixth essential step in selling is \_\_\_\_\_ the sale.

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

Reinforcing the key benefits keeps the customer \_\_\_\_\_ about their purchase and less chance for \_\_\_\_\_.

## Seventh Essential Step

The seventh essential step in selling is \_\_\_\_\_ 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 \_\_\_\_\_ they are using now. Offer to show them the products you have that would \_\_\_\_\_ their need.

## Eighth Essential Step

The eighth essential step in selling is \_\_\_\_\_

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

Ask your guest to \_\_\_\_\_ you to all their family and friends. Assure them you would be happy to help with their \_\_\_\_\_ or \_\_\_\_\_ needs.

Let your guest know that you will \_\_\_\_\_ with them.

## Ninth Essential Step

The ninth essential step in selling is \_\_\_\_\_.

Follow up isn't about selling, it's about \_\_\_\_\_.

The first thing to do in the follow up is to \_\_\_\_\_ your guest a \_\_\_\_\_.

After the product is delivered, call you guest to make sure they are \_\_\_\_\_ 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 \_\_\_\_\_ with the product.

# Measuring (Part 1):

The purpose of measuring is to \_\_\_\_\_.

To improve, you need to know where you \_\_\_\_\_ and where you \_\_\_\_\_.

Whatever you accurately \_\_\_\_\_ will improve.

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

What do we measure? :

- 1) \_\_\_\_\_
- 2) \_\_\_\_\_
- 3) \_\_\_\_\_
- 4) \_\_\_\_\_
- 5) \_\_\_\_\_

Analyze all the data you record to \_\_\_\_\_ and \_\_\_\_\_.

## Measuring (Part 2):

Average ticket is the average sale \_\_\_\_\_ for every guest that made a purchase.

The best way to increase your average ticket is to \_\_\_\_\_ your comparison selection skills.

You are doing an injustice to your \_\_\_\_\_ and your \_\_\_\_\_ if you do not sell extended service plans.

By recording what I am doing every hour, I will \_\_\_\_\_ my productivity.

# Habits:

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

A Bad Habit is a pattern of behaviour that is \_\_\_\_\_ to one's physical or mental health. Often linked to a lack of \_\_\_\_\_

## ***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 \_\_\_\_\_! This is what we can tell our guests when we have \_\_\_\_\_ them the extended service plans.

People buy for one reason. They don't want to \_\_\_\_\_ the benefit.

You can save your guest a lot of \_\_\_\_\_ by selling them warranty.

Your presentation should include all the \_\_\_\_\_ that your warranty plan has to offer.

You are doing an \_\_\_\_\_ to your store and your guest if you do not \_\_\_\_\_ extended service plans.