

What is a Guest?

A Guest is Your Business!

A guest, to a sales professional, is anyone has a need for their products or services now or in the future.

Satisfied guests are people who buy from your store and are totally satisfied that the purchase met all of their needs and expectations.

Unsatisfied guests are people who do not buy from your store and have to continue shopping to satisfy their need for your product or services.

Only two things can happen after guests have purchased from your store... *they can become more satisfied, or they can become dissatisfied because something did not happen with the product or service that they purchased.*

**Your goal is to make that guest yours;
and ensure they are fully satisfied.**

The Added Value of a Satisfied Guest

What is each satisfied guest worth to you? It is a selling fact that a satisfied guest will tell an average of five people about his positive shopping experience, and a dissatisfied guest will tell an average of nine to ten people of his negative shopping experience!

All sales professionals realize that each guest contact is worth far, far more than the one sale, no matter what amount! Each guest's potential to spend and create guest referrals are worth a fortune to a sales professional. That's why top professionals earn such high incomes. That's also why these professionals spend most of their time making sure their guests are satisfied—satisfied enough to come back to them when they make their next purchase and satisfied enough to refer new guests to you.

Know Where Your Guest has Been!

Many of the guests entering your store have shopped your competitors already. Many have shopped 3- 4 showrooms and visited several websites. Current industry statistics show that people buying furniture and bedding

have shopped or visited several stores and websites before making the final buying decision. Knowledge of your competitor is paramount and is further discussed in the section entitled "The Six Groups of Knowledge".

Why Didn't they Buy from Your Competitor?

Why have they not already purchased? Why are they still "looking"? Quite possibly, the answer is enthusiasm!

Enthusiasm has sold more than any other attributes combined. You will find that the salesperson who has confidence can sell with the enthusiasm needed to close the deal and make the sale.

Give Your Guests an Experience!

2011: the age of the computer and online shopping! Although many guests will source product online, and some will buy online, the majority of guests still want to touch and feel the product they are buying and experience its benefits. The computer may fill the need for our instant information society, but it will not take away the majority of guests who unknowingly appreciate the experience and direction of a skilled salesperson.

Remember, the 5 Senses are not available online! Use it to your advantage!

Guests may have found product on the computer that they feel will meet their needs, but when they come into your store you have more information to give them that will help with their buying decision. You know the benefits and disadvantages of products and their successes with other guests. You can use the five senses to help with their buying decision...

Touch	Smell	Sight	Hearing	Emotions
<ul style="list-style-type: none">•They can touch and feel the product and it's comfort. They can compare the comfort to other products.	<ul style="list-style-type: none">•The new fabric or leather smell can be appealing to some. As well as the absence of strong odors, so it is important to keep your store smelling fresh and clean.	<ul style="list-style-type: none">•The guest can see the product size, shape and appearance. They can see the different options and fabric choices which can look totally different online or in magazines. It's always the best to see it in person!	<ul style="list-style-type: none">•The guest can hear the product. Does it make any noise or squeak when in use.	<ul style="list-style-type: none">•Emotions are key. In person the salesperson can make the guest feel welcome by greeting properly. The salesperson can read the guest's body and facial language and ask qualifying questions to address any objectives.

Advantages to the Computer and Online Shopping

Using the internet, both the guest and the salesperson can become better educated on products and their features. Both the guest and the salesperson can shop the competitor for products and pricing - without driving from store to store.

As a salesperson, you can use the internet as a resource and go online while the guest is still in the store to compare a product from your own store to a competitor's. You can sell the benefits of your own product while keeping the guest within their own store - no need for the guest to leave to see what the competitor has! When this is done through proper qualifying, the guest will appreciate your knowledge of the product available to them. While experiencing the product's benefits in your store they are much more likely to buy your product and be satisfied.

Why a Guest Buys

The only reason a person buys is because they become satisfied. The guest doesn't want to lose the benefits the product provides. The product gives them more satisfaction than a previous product they own, or have compared it to online or in store. ***They have experienced the product's benefits!*** Without the benefit experience the guest cannot make a satisfied decision.

"A guest is not dependent on us; we are dependent on her.

A guest is not an interruption of our work; she is the purpose of it.

We are not doing her a favor by serving her; she is doing us a favor by giving us the opportunity to do so.

— *John F. Lawhon*