

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.