

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**.