

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.