

Six Groups of Knowledge (Part 5):

The fifth group of knowledge is knowledge of your **policies and procedures** and that of your **competitors**.

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

- 1) delivery**
- 2) restocking fees**
- 3) lay aways**
- 4) accepting cash, cheque and finance**
- 5) removal of old furniture**
- 6) service issues**

To better learn the **policies and procedures** of your company, become familiar with the manager and staff of **all departments**.

Six Groups of Knowledge (Part 6):

The sixth group of knowledge is knowledge of your **website** and that of your **competitors**.

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

Information we can obtain from the website(s):

- 1) current sales and promotions**
- 2) selection of products**
- 3) finance offers**