

Nine Essential Selling Steps: Steps 1-2

Greeting is the first **essential** step needed by a sales person to succeed.

Your **smile** is the first thing you need for a successful greeting.

Smiling is **contagious**.

"Of all the things you **wear**, your **expression** is the most important" *by Janet Lane*

Never **approach** your customer, let them **walk** towards you.

Try to have a **designated** spot in your store that you can welcome your **guest** in a non-threatening manner.

Always **greet** your guest on an **angle** so you are not over powering them.

Make sure you give your guest enough **time** to adjust to the **store lighting** when coming through your entrance.

Always be mentally **prepared** to wait on your guests.

Keep a list of **effective** greetings and use them.

Second Essential Step

The Second essential step in selling is **qualifying** your guests needs.

Definition of browsing: **is to aimlessly wander**.

20% of your guests have **pre-qualified** themselves before they come through your door.

With 80% of your guests, you must raise their level of **dissatisfaction** with their current products. Raise their level of **satisfaction** with products in your store.