

Nine Essential Selling Steps: Steps 3-5

The third essential step in selling is mastering the _____

Always give your guest a comparison in _____ and _____.

Know where the comparable _____ are on located on your floor.

By offering your guest a comparison selection you will keep them _____ in your store, rather than leaving to go see _____ at competitors.

Most guests will buy a _____ than they originally _____ for when the comparison selection is done properly.

Fourth Essential Step

The fourth essential step in selling is your _____.

Your product is your _____. Write down and memorize all the _____ and _____ that the product has to offer your guest.

Practice your _____ with fellow staff members.

When you _____ your presentations, you will become more believable and your guest will have more _____ in you and their buying decision.

When your customer _____ a benefit that satisfies their need, they will not want to _____ that benefit.

Fifth Essential Step

The fifth essential step in selling is _____ for the sale and taking the order.

When the benefits of the product _____ the price, you simply then ask for the order.

If your guests are _____ and not ready to make the sale after your presentation, go back to the _____ stage.