

Nine Essential Selling Steps: Steps 1-2

_____ is the first _____ step needed by a sales person to succeed.

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

Smiling is _____.

"Of all the things you _____, your _____ is the most important"
by Janet Lane

Never _____ your customer, let them _____ towards you.

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

Always _____ your guest on an _____ so you are not over
powering them.

Make sure you give your guest enough _____ to adjust to the
_____ when coming through your entrance.

Always be mentally _____ to wait on your guests.

Keep a list of _____ greetings and use them.

Second Essential Step

The Second essential step in selling is _____ your guests needs.

Definition of browsing: _____.

20% of your guests have _____ themselves before they
come through your door.

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