

Nine Essential Selling Steps: Steps 6-9

Sixth Essential Step

The sixth essential step in selling is **reinforcing** the sale.

Before the customer leaves the store, reinforce on the **two** key benefits that your guest appreciated most about the product they just purchased.

Reinforcing the key benefits keeps the customer **positive** about their purchase and less chance for **regret**.

Seventh Essential Step

The seventh essential step in selling is **preparing** your guest for the next purchase.

The million dollar question : It may not be today, it may not be tomorrow, perhaps even in a year from now, if you were to add or replace any other item in your home, what would that be? When the guest responds, ask them what they don't like about the **product** they are using now. Offer to show them the products you have that would **fill** their need.

Eighth Essential Step

The eighth essential step in selling is **saying good-bye**.

When saying good bye reassure the guest that if he or she has any further **concerns** or **questions** that they should not hesitate to contact you or your store.

Ask your guest to **refer** you to all their family and friends. Assure them you would be happy to help with their **product** or **service** needs.

Let your guest know that you will **stay in contact** with them.

Ninth Essential Step

The ninth essential step in selling is **follow-up**.

Follow up isn't about selling, it's about **building relationships**.

The first thing to do in the follow up is to **send** your guest a **thank you note**.

After the product is delivered, call you guest to make sure they are **satisfied** with the product and your company's service.

90 days after the product has been delivered, make a call to make sure the guest is still **satisfied** with the product.