

Nine Essential Selling Steps: Steps 3-5

The third essential step in selling is mastering the comparison selection.

Always give your guest a comparison in comfort and price.

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

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

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

Fourth Essential Step

The fourth essential step in selling is your presentation.

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

Practice your presentation with fellow staff members.

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

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

Fifth Essential Step

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

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

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