

# Selling Payment Plans

## *Why Sell Payment Plans?*

### 1. Increase your close ratio!

- Payment plans helps make lookers buyers.
- When guests come "to just look" and then they see something they like, by providing them time to pay, we give them the option to buy earlier than originally planned.

### 2. Increase your average sale!

- Guests buy more when given time to pay.

*RSG's overall average sale is approximately \$1,000.*

*RSG/Citi's average transaction is over \$1,750.*

*Last year, overall average sales have dropped by Citi/RSG's average sale has remained the same.*

### 3. Increase loyalty to your store!

- Guests have a pre-approved line of credit good to shop at your store.
- Over 40% of RSG's credit business with Citi is due to guests coming back to purchase again on their Citi cards.

### 4. Creative a guest list to market to!

- Response ratios are better when guests already have available payment plans at your store.

## *How to Sell Payment Plans*

The following chart outlines some of the key methods to selling payment plans. Make sure you know all your company credit options — and be sure know those of your competitors too.

***The earlier the better!***

- Can offering payment plans be included in your greeting?
- You need to give guests a way to buy now or upgrade their purchase easily.
- Don't let your guests leave without knowing that they have a way to make their purchase affordable now.

***Upsell by using your payment plan program!***

- If guests are buying a couch and chair, offer the matching coffee tables on a 12 month plan.
- If your guests are hesitating on purchasing the better quality mattress, offer to put the difference in price on a 6 month plan.

***Sell payment plans as an extra not as a need!***

- Many guests will take advantage of "No Interest No Payment" plans even if they have funds available.

***Don't refer to your program and financing!***

- Speak of "your payment plan program" or of "helping to make their purchase affordable" or of "our easy payment plans".

***Let all guests know about available payment plans!***

- You can't predict who will/or will not, use payment plans.
- Remember, most guests won't ask about financing options.

***Suggest opening an account even if the guest is not ready to purchase yet!***

- Once the account is opened, the customer is more likely to purchase at your store over the competitions.
- You will now have this guest's information in order to solicit future open to buy offers.

***Know your payment plan program!***

- All salespeople need to be able to process transactions effectively.
- Your sales force should know the different plans available and how they work.

# Seeing Results

Understanding and practicing the key components of this manual will take time... and a concentrated effort at first.; but following the routine will become easier as the weeks and months go by. As your self-awareness, product knowledge and selling skills improve, these things will be happening ever so slowly:

It is getting easier and easier to make a sale.

It is taking less time (critically important during peak traffic times) to make a sale.

You are making the sale more and more often.