



Manager's Guide to Successful Training

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Introduction

In order to improve we must be able to know where we are and where we want to go. If we can accurately measure ourselves and implement accountability to our goals, we are much more likely to achieve our goals and possibly even exceed them.

You will never experience the success you could have if you are not willing to measure yourself. Measurement forces improvement.

The Daily Guest Contact sheet measures your successes and short comings. It measures your opportunity and your area for needed improvement.

Encouraging us to press forward to improve. Also highlights our successes and the guest we will need to follow up with. This same sheet is a valuable resource for your whole store. The information recorded on the sheet allows the store to identify peak hours so they can have the store adequately staffed for these hours. It provides insight as to the success or failure of your stores' advertising. It also allows your store to monitor inventory that sells well and promote the movement of stock that isn't selling to clear the follow for new upcoming stock.

The Daily Guest Contact sheet is so much more than simply about your own performance. I highly recommend you take advantage of all the ways it can help you to improve — this is of the greatest importance for you and overall store performance.

Understanding!

To change yourself or your routine you must have understanding. Without understanding we become frustrated and fail.

We need understanding of —

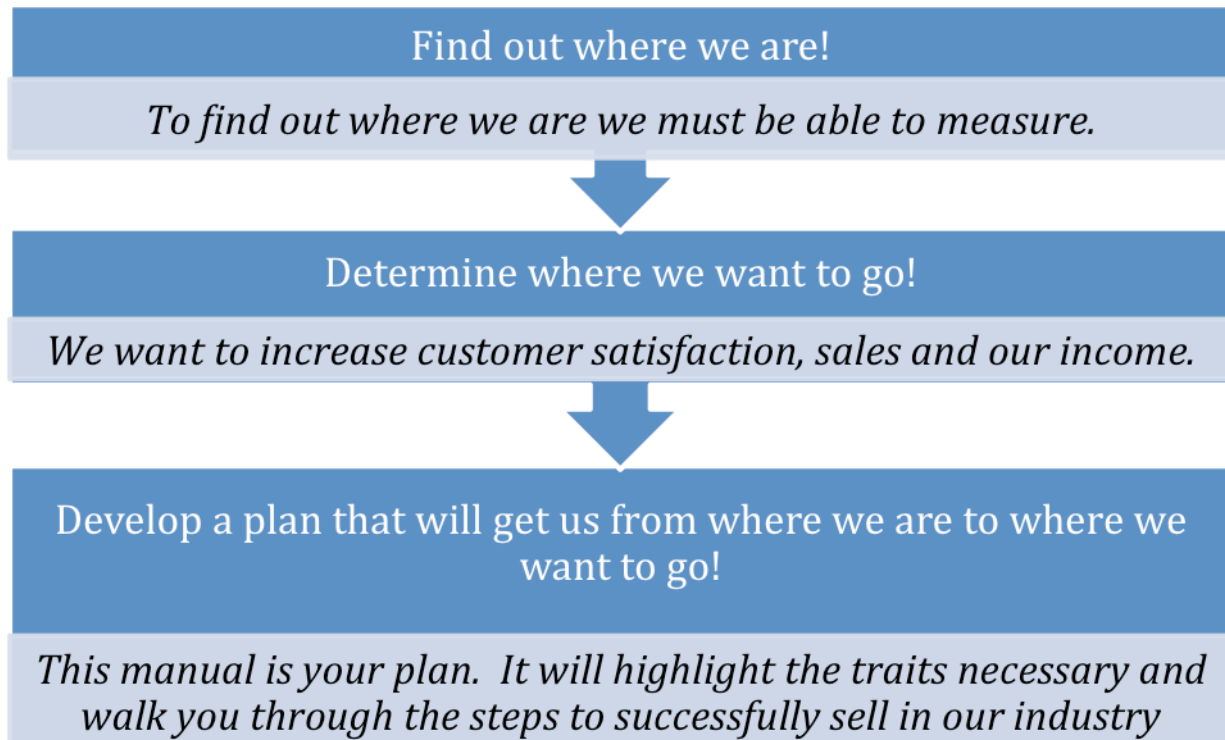
- the need for change and the positive ways in which to improve;
- programs and teachings to help us improve;
- the full potential when the program is followed through.;
- the knowledge and skills that are needed to succeed; and
- the proven track record of this improvement in others.

Frustration is created when you do not understand the purpose and intent of the change and lack of comprehension produces frustration. Frustration brings on disruption or negativity and this negativity can be a breeding ground for failure and can be contagious.

When we have understanding, we have an atmosphere for success!

Where do we Start?

You will never, ever lose a sale because you knew too much about your product or your guest — never! But you will lose a lot of sales because you did not know enough about your product and your guest. There is a system to selling...



You will find the tools you need in the following sections:

- Section 2 Measuring
- Section 3 What is a Guest
- Section 4 What Is Selling
- Section 5 The Six Groups of Knowledge
- Section 6 Nine Essential Steps in Selling
- Section 7 Habits
- Section 8 Peak Traffic Times
- Section 9 Slow Traffic Days
- Section 10 Phone Ups
- Section 11 Fabric Warranties
- Section 12 Housekeeping
- Section 13 Selling Payment Plans
- Section 14 Seeing Results
- Section 15 Manager's Measurement Tools
- Section 16 Worksheets & Check Lists

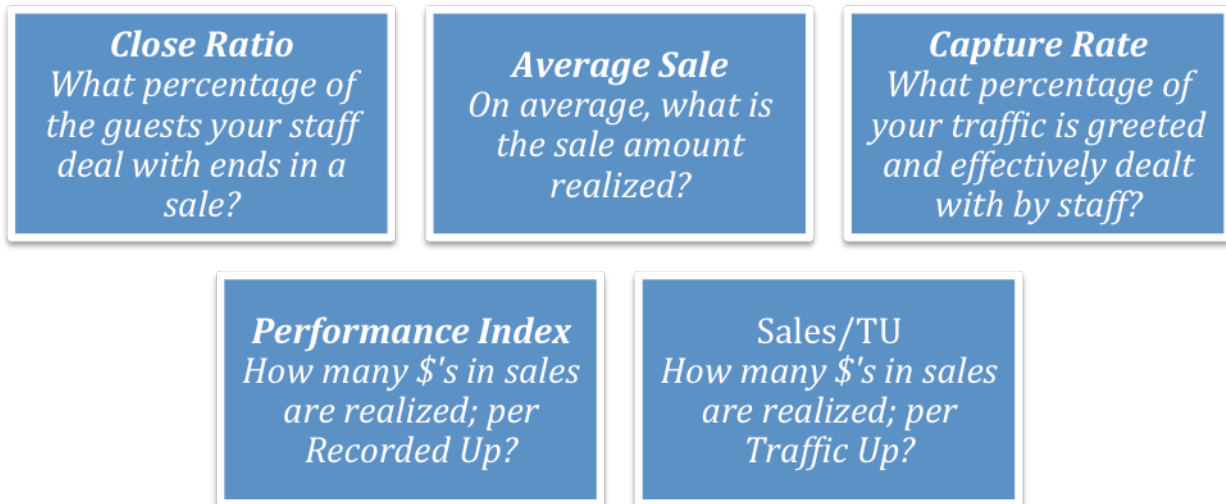
Measuring

To find out where we are, we must be able to measure!

What Do We Measure?

- | | |
|-----------------------------|--|
| Number of Traffic Ups | <ul style="list-style-type: none">• Measured electronically from door counter• Not perfect (we know, nothing is)• Consistently imperfect |
| Number of Recorded Ups | <ul style="list-style-type: none">• Measured manually from "Up Sheet"• Not perfect (we know, nothing is)• Self-regulating |
| Number of Sales and Amounts | <ul style="list-style-type: none">• Counting and tallying invoices at end of day |

What We Get From Measuring:



Why Do We Measure

- Financial investment is minimal (relative to the potential)
- Investment of time is minimal (easy to hand off)
- Provides a structure or framework for you to monitor (traffic; sales efficiency)
- Ours is a pretty simple business (create traffic; convert to sales)
- Do you know how both are doing?
- If you can't measure it, you can't improve it!
- Our sales are equal to:
Traffic x Capture x Close x Average Sale
A 10% improvement in any one of these will result in a 10% increase improvement in your sales! What does this do to your bottom line?

How Do We Stack Up"

Do you own measurements. Compare to the industry averages of:

Close Rate – 30%

Capture Rate – 70%

Average Sale - \$1,200

Sales/TU - \$252

Performance Index - \$360

RU's Per Shift – 8 to 10

Forms and Work Sheets

Relevant "Measuring" forms and worksheets found in this manual include:

"Up Sheet"

"Monthly Tracking"

"Dashboard"

"One on One"

"Goal Setting (Monthly)"

"Target Card"

What is a Guest?

A Guest is Your Business!

A guest, to a sales professional, is anyone has a need for their products or services now or in the future.

Satisfied guests are people who buy from your store and are totally satisfied that the purchase met all of their needs and expectations.

Unsatisfied guests are people who do not buy from your store and have to continue shopping to satisfy their need for your product or services.

Only two things can happen after guests have purchased from your store... *they can become more satisfied, or they can become dissatisfied because something did not happen with the product or service that they purchased.*

**Your goal is to make that guest yours;
and ensure they are fully satisfied.**

The Added Value of a Satisfied Guest

What is each satisfied guest worth to you? It is a selling fact that a satisfied guest will tell an average of five people about his positive shopping experience, and a dissatisfied guest will tell an average of nine to ten people of his negative shopping experience!

All sales professionals realize that each guest contact is worth far, far more than the one sale, no matter what amount! Each guest's potential to spend and create guest referrals are worth a fortune to a sales professional. That's why top professionals earn such high incomes. That's also why these professionals spend most of their time making sure their guests are satisfied—satisfied enough to come back to them when they make their next purchase and satisfied enough to refer new guests to you.

Know Where Your Guest has Been!

Many of the guests entering your store have shopped your competitors already. Many have shopped 3- 4 showrooms and visited several websites. Current industry statistics show that people buying furniture and bedding

have shopped or visited several stores and websites before making the final buying decision. Knowledge of your competitor is paramount and is further discussed in the section entitled "The Six Groups of Knowledge".

Why Didn't they Buy from Your Competitor?

Why have they not already purchased? Why are they still "looking"? Quite possibly, the answer is enthusiasm!

Enthusiasm has sold more than any other attributes combined. You will find that the salesperson who has confidence can sell with the enthusiasm needed to close the deal and make the sale.

Give Your Guests an Experience!

2011: the age of the computer and online shopping! Although many guests will source product online, and some will by online, the majority of guests still want to touch and feel the product they are buying and experience its benefits. The computer may fill the need for our instant information society, but it will not take away the majority of guests who unknowingly appreciate the experience and direction of a skilled salesperson.

Remember, the 5 Senses are not available online! Use it to your advantage!

Guests may have found product on the computer that they feel will meet their needs, but when they come into your store you have more information to give them that will help with their buying decision. You know the benefits of disadvantages of products and their successes with other guests. You can use the five senses to help with their buying decision...

Touch	Smell	Sight	Hearing	Emotions
<ul style="list-style-type: none">•They can touch and feel the product and it's comfort. They can compare the comfort to other products.	<ul style="list-style-type: none">•The new fabric or leather smell can be appealing to some. As well as the absence of strong odors, so it is important to keep your store smelling fresh and clean.	<ul style="list-style-type: none">•The guest can see the product size, shape and appearance. They can see the different options and fabric choices which can look totally different online or in magazines. It's always the best to see it in person!	<ul style="list-style-type: none">•The guest can hear the product. Does it make any noise or squeak when in use.	<ul style="list-style-type: none">•Emotions are key. In person the salesperson can make the guest feel welcome by greeting properly. The salesperson can read the guest's body and facial language and ask qualifying questions to address any objectives.

Advantages to the Computer and Online Shopping

Using the internet, both the guest and the salesperson can become better educated on products and their features. Both the guest and the salesperson can shop the competitor for products and pricing - without driving from store to store.

As a salesperson, you can use the internet as a resource and go online while the guest is still in the store to compare a product from your own store to a competitor's. You can sell the benefits of your own product while keeping the guest within their own store - no need for the guest to leave to see what the competitor has! When this is done through proper qualifying, the guest will appreciate your knowledge of the product available to them. While experiencing the product's benefits in your store they are much more likely to buy your product and be satisfied.

Why a Guest Buys

The only reason a person buys is because they become satisfied. The guest doesn't want to lose the benefits the product provides. The product gives them more satisfaction than a previous product they own, or have compared it to online or in store. ***They have experienced the product's benefits!*** Without the benefit experience the guest cannot make a satisfied decision.

"A guest is not dependent on us; we are dependent on her.

A guest is not an interruption of our work; she is the purpose of it.

We are not doing her a favor by serving her; she is doing us a favor by giving us the opportunity to do so.

— *John F. Lawhon*

What is Selling?

The technical basis of selling is supplying the information the guest needs to make the best buying decision at your store.

Selling is a Learned Profession!

The **only** reason there is a need for salespeople is to provide information. If salespeople do not have the information and the skills to communicate it to the guest, they cannot be successful in their chosen career.

Selling is:

- The most difficult job in your company.
- The most difficult job to fill in your company.

Through proper direction and discipline, sales people can become top producers in their chosen field. Management and owners that can set high standards aid in the improvement of their sales force.

Discipline plays the most important role.



There are two key ingredients in any job, trade or profession:

- Specialized knowledge and information; and
- Specialized skills (to use the knowledge).

There is no such thing as a "born" salesperson. Selling is not an art requiring natural talent; selling is a discipline and a learned profession. There is no magic to it and most people can learn the knowledge and skills to become top sales professionals.

Enthusiasm has sold more than any other attributes combined. You will find that the salesperson who has confidence can sell with the enthusiasm needed to close the deal and make the sale.

Knowledge will breed confidence.

Confidence will breed enthusiasm.

The more knowledge you acquire the more sales you will make. To learn more about this I highly recommend reading John Lawhon's book, "Selling Retail".

The Six Groups of Knowledge

The difference between success and failure in the competitive world of selling comes down to what salespeople know and how they make use of that knowledge.

The Six Groups of Knowledge are:

1. Knowledge of your products and that of your competitors.
2. Knowledge of your inventory and that of your competitors.
3. Knowledge of your advertising and that of your competitors.
4. Knowledge of your credit or finance plans and that of your competitors.
5. Knowledge of your policies and procedures and that of your competitors.
6. Knowledge of your website and that of your competitors.

Without the Six Groups of Knowledge it is impossible for salespeople to achieve their career goals!

Get to Know Your Competitor...

Shopping your competitors and viewing furniture websites is of utmost importance. If you do not educate yourself as to what is out there, you will not know what your guest has seen and shopped.

By educating yourself on what is out there, you can better sell your product and services. By knowing information on the products and services of your competition you will have the confidence to sell your product and earn their trust. Educating them on your better value and services offered by you and your store. Your knowledge will be far more superior to your competitors and give you confidence and enthusiasm in making the sale.

The Six Groups of Knowledge are easy to learn provided you have specific learning objective and a plan to achieve those objectives....

Action Item: Pick your main competitors (typically 3-4) that your guests would also shop. View their website as well their print flyers and advertisements. Visit their stores! View their line-ups, prices, delivery policies and financing options. Additionally, set up a routine check every three to four weeks and rotate your staff to visit your competitors and report back and share the info with all sales staff and management.

Know your competitors websites and browse them often. Know them well enough that you can take a guest online from within your store and right to the product they are wanting to compare with. Know your competitor's products and how they compare with your products! Know why your products are better! And know the benefits that confirm this!

Get to Know Your Own Company...

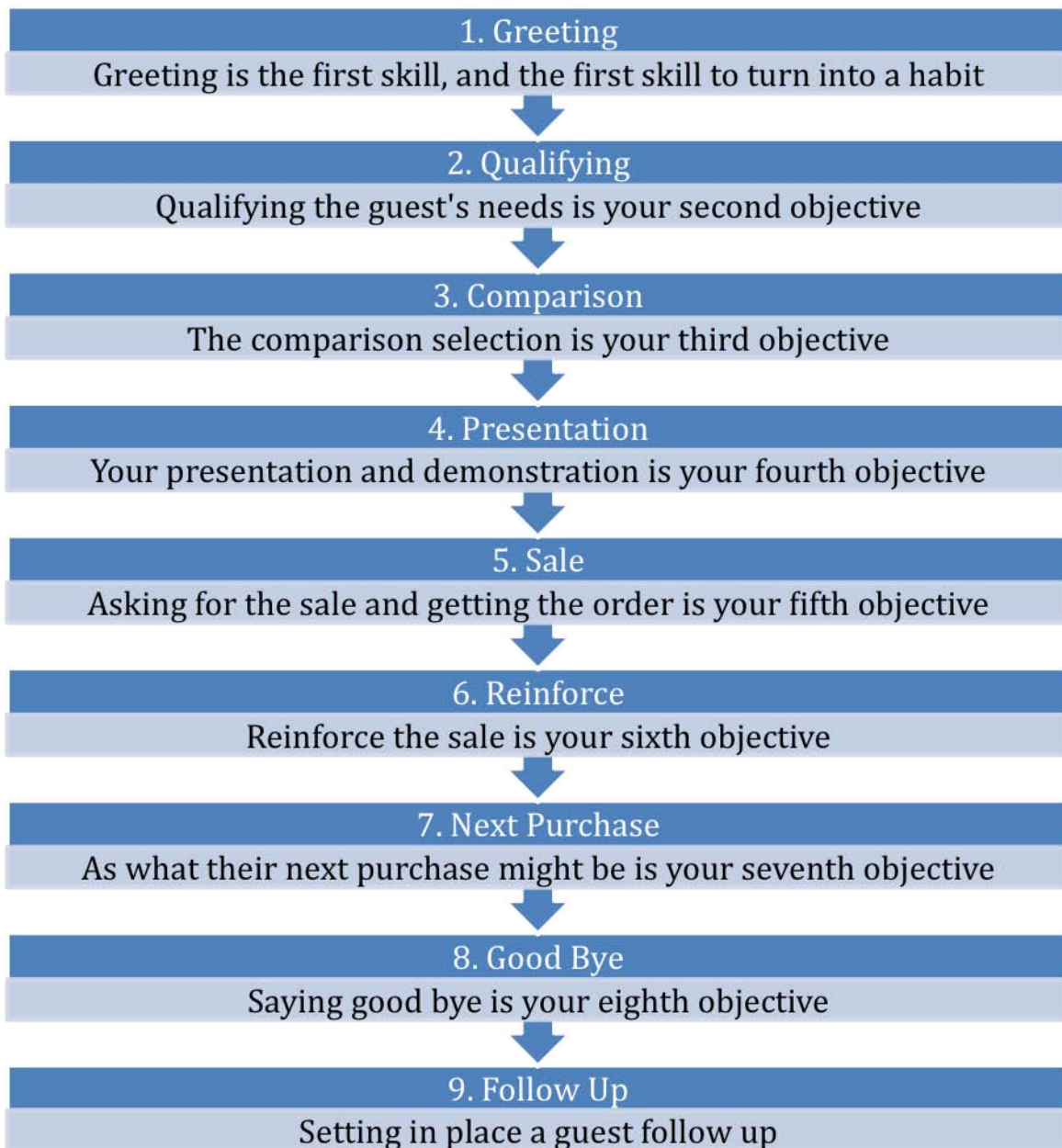
Make yourself knowledgeable about your own company. Visit your own website on a regular basis. Read through your company print flyers and advertisements. Are you up to date on your own product lines? Your own inventory? Are you familiar with your own finance plans and company policies?

The image contains two identical vertical checklists side-by-side. Each checklist is enclosed in a light blue rounded rectangle. The left checklist is titled 'Know Your Own Company' and the right is titled 'Know Your Competitor's'. Both lists contain six items, each with a checkmark icon: Products, Inventory, Advertising, Finance Plans, Policies, and Website.

Know Your Own Company	Know Your Competitor's
✓ Products	✓ Products
✓ Inventory	✓ Inventory
✓ Advertising	✓ Advertising
✓ Finance Plans	✓ Finance Plans
✓ Policies	✓ Policies
✓ Website	✓ Website

Nine Essential Steps in Selling

There are nine essential steps in selling. By ensuring you cover each step, you will be more likely to secure your sale and have a satisfied guest.



1. **EFFECTIVE GREETING**

The greeting is the first essential skill needed by a salesperson to succeed. Those who perfect this wonderful skill come to love what they do. Those

who don't perfect this skill into a good productive habit find selling a difficult career.

Most of us don't realize but within the first 20 seconds of non-verbal contact with the guest we have already set the tone. Positive breeds positive and negative breed negative. Make sure you are mentally prepared to greet the guest in a positive attitude. If you are frustrated or upset you will transfer that to the guest. It is very important to learn how to set aside your negative emotions and replace them with positive ones. Your body language will communicate to the guest which emotion you are feeling. Most guests have enough doom and gloom in their lives and they want to encounter a positive sales person with a radiant smile.

Experts believe that something happens at that instant the guest and salesperson come in contact with each other. This first contact can give the salesperson a better than 80% chance of making a sale or better than 80% chance that no sale will be made. We have all heard the saying she has a million dollar smile. Nothing is further from the truth. I have found a great way to practice your million dollar smile. When you visit your local mall, put the biggest smile on your face and keep your head up and acknowledge and the people walking by. You will get a smile back or you may get a hello, sometimes you may get a response like "how are you today?". These are very positive responses to your million dollar smile. Practice makes perfect and the more you practice the better you get. You will have developed a skill that will become a good habit.

Positioning

Allow the guest to enter the store and position yourself so that the guest is walking towards you not you walking towards the guest. This will allow the guest to feel a lot more comfortable and relaxed. If you take some time to study the traffic flow from the entrance(s). You can then plan the best locations to stand to greet your guests.

If on occasions you find yourself unable to make an effective greeting at the entrance try to position yourself in the direction the guest may be walking within the store. Stand on an angle and allow the guest to walk towards you.

Verbal Communication

The guest who walks through your door is most often not going to tell you directly what they are looking for. With your million dollar smile, welcome them to the store. Then follow your welcome with questions that causes

your guests to answer. Your number one objective is to ask questions that will give you the answers to begin to qualify what your guest needs:

“Welcome to (store name), my name is (name), may I ask yours?”

“Do you mind if I ask what brings you into our store today?”

The guest may tell you what they are looking for. However sometimes they may tell you they are “just looking or browsing”. Respond by asking more questions.

Would you allow me to save some of your valuable time today?”

May I ask if this is the first time visiting our store?

Have you heard or read about our big sale?

Can I offer you one of our flyers?

Definition of browsing: to wonder aimlessly! This is very true. Your guest will aimlessly wonder until you are able to help them fill their need.

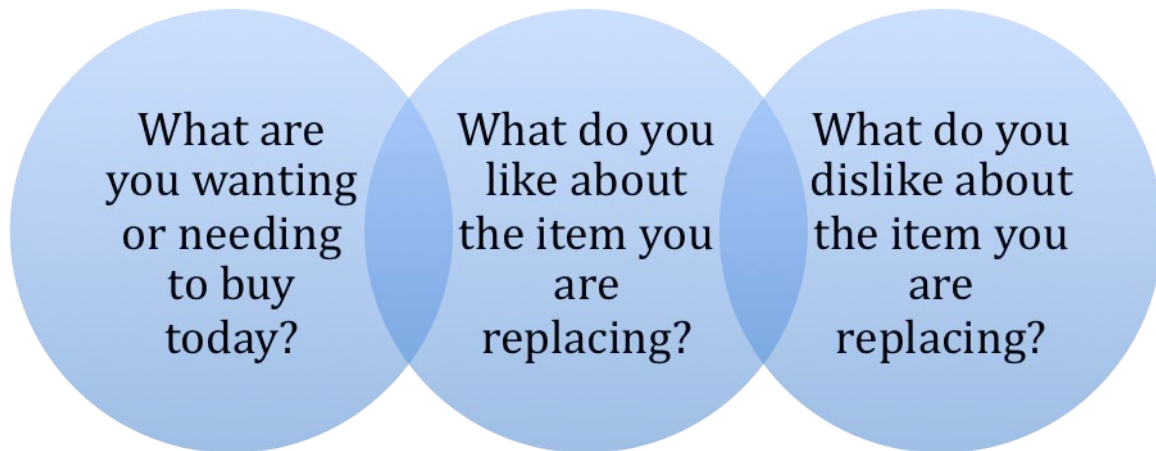
Remember to practice your effective greetings and to discard your non-effective greetings. Once you have developed a skill to have several effective greetings the more and more you use them you will have developed a good productive habit.

Million Dollar Tip — Place a small mirror on your desk or your work station to help you practice that million dollar smile. Each time you are on the phone, keep the mirror in front of you and smile while you are talking. This will help you practice your smile and transfer your positive attitude through the phone as well. The more you practice the better your smile will be. Write down on paper several greetings and record them every time you use them. If they are working, practice to make them better. If they are not working change them or discard them. Remember the number one objective is to ask questions that will give you answers so that it will allow you to begin qualifying. Only then do you have an effective greeting.

2. QUALIFYING

Qualifying questions will raise you to the top. Once you’ve mastered these key questions you’ll see your confidence rise to a new level and your sales will increase! Guests will come to appreciate your input and feel confident in your suggestions. Everything about your sale will come together more

naturally and comfortably for both you and your guest. Once you've learned these skills you won't ever turn back.



Remember, guests are not professional buyer and they need a professional salesperson to qualify their need. As these qualifying questions are answered, you are deciding which product will best meet this prospective guest's needs. That is the product you intend to sell them.

Once you find out the likes and dislikes of the product the guest is using now, you can then lead them to the product that will best meet their needs and desires. Once the guest experiences the benefits of the product you show them, these benefits will increase the guest's dissatisfaction with their product at home and will increase their desire for the new product. Remember the more the guest is dissatisfied with the product at home, the greater the desire will be for the guest to enjoy the benefits of the new product.

If the guest is not replacing an item but is buying something new for their home, once they have answered your question as to what they might be looking for now or in the future, you now have some direction as to how you can help them. For example, they might say a mattress or sofa. Now you can show them some of the models you have in that category in your store and then begin to qualify them using the product you are showing them. What do they like about it? What don't they like about it? These qualifying questions will help you and the guest to find out what their likes and dislikes are. This will enable you to direct the guest to the product that will best satisfy their desires and needs.

How do we qualify?

One of the most important things to remember when you are qualifying is to know your products and where the products are located on your sales floor. This is very important so that you can direct the guest to the product that will best meet their needs. When you ask questions about what they did not like about the product they presently have you are raising their level of dissatisfaction. Their desire to buy a new product will increase. When you direct them to the products that meet their desire then the guest starts to enjoy these benefits. Their level of satisfaction will increase. If you "stroke the fires of their desire, you will not fail to make the sale".

Here's one of the biggest mistakes salespeople make. When a guest comes in with your flyer or ad, looking for a specific item, we too often assume the guest is a professional buyer and knows what they need, thus we don't bother to qualify. Too many sales are lost because the salesperson takes the guest to the item they saw in the flyer, and most often the guest will tell you "this is the first place we've been, we may be back". Why that response? *Because we neglected to qualify the needs and wants of the guest.* There is a product in your store that will meet the needs and wants of the guest. The item that brought them in off the flyer is most often not this item. Qualifying and directing the guest to the best products to meet these needs and wants is how to ensure the sale.

Top Sellers

20% of your product does most of your business. Know where those products are on your floor and know about all the benefits they provide.

Other Qualifying Questions:

- Do you mind if I ask a couple of questions that would save your valuable time today?
- Is this the first time you've been in our store? What brought you here today?
- Do you mind if I ask what you have now?
- What did you like about the product you have?
- What did you not like about the product you have?
- What is the purpose for the item? (For example, is the item for a formal room or a casual room? Will it get a lot of use or little use? Is it for yourself or a guest room?)
- Mattresses - When you wake up in the morning, do find yourself on your side, back or front?

- Mattresses - Have you ever had a sleep comfort test before?

Listening to the Answers

After you ask a question, always listen to the guest's response. Remember God gave us one mouth and two ears.

Before entering your store many guest assume they have the information they already need for the product they are looking for. By asking qualifying questions we can provide the guest with the information to make a better buying decision. Quite often by doing this the guest ends up with a product that will better meet their needs. Your guests will thank you!

3. COMPARISON

Selection comparison provides the guest a chance to compare products in your own store. This allows the guest the selection needed to raise the levels of satisfaction and dissatisfaction. Selection comparison promotes the guest to buy now rather than going elsewhere to compare.

Key Word - Benefits

Remember people buy for the benefit the product provides. The greater the benefit the more value put on the product. The more value put on the product, the more the guest stands to lose.

To help best understand comparison selection and benefits we will use the mattress department for example. Using 9 Beds for our comparison - firm, medium and soft in a high price range; firm, medium and soft in a mid price range; and firm, medium and soft in a lower price range.

Once you have determined the comfort level and firmness your guest prefers, you can then use the 2 beds in the similar firmness and comfort from the 2 other price ranges to establish the sale through comfort comparison and price. As they go lower in price the more comfort the guest will likely lose.

Remember the story about Goldilocks and the three bears. The first bed was too hard. The second bed was too soft. The third bed was "just right" (the sale was made). Goldilocks would not been able to say "this bed is just right", without having the other two beds to compare it to. Had she not had the comparison, it might have been just okay but definitely not "just right". When she felt discomfort it raised her level of satisfaction for the bed she found that was "just right". Her level of satisfaction became stronger on the bed of her choice because there was comparison.

Have a plan to give your guests a comparison selection in each category of your store.

Let your guest feel the benefits that your products have to offer and help them determine what will best meet their needs in the budget permitted. By having the products and price ranges to compare benefits you will help your guests to find what's "just right" for them.

Keeping in mind throughout the sale that every time the price is lowered the guest will lose some of the benefits the product provides.

Fear of loss can be a very powerful tool in the buying decision. When the Comparison Selection is done correctly, most often the guest will make a new decision and buy the better product that is over their original budget.

4. PRESENTATION

The presentation is your total interaction with the guest. Your presentation has to be convincing, accurate and honest... ***when the value of the product exceeds the price tag, that's when the guest buys it!***

You need to ensure your presentation highlights the value of the product.

Be confident — and know product every feature every benefit!

Your Presentation and its Objectives

When the value of the product outweighs the price you will not fail to make the sale.

Although your presentation of features and their benefits may seem old to you, they are still ***the only reason*** a guest will make the purchase.

When you cover the features and their benefits for your products and your competitor does not, it gives you the advantage. Although your competitor may have the same product, and sometimes even at a lower price, your guests will assume the competitor's product does not have the same features and benefits as you have just explained in your store or they would have said so.

Remember... when you show more features and demonstrate more benefits than your competitors, you will always get the sale.

Again, a good presentation is never "old" or "worn out" — it is the reason the guest buys. You should always be working to improve it.



You can't see it but you can sell it.

Can you imagine a guest buying something they can't see, feel, touch, smell or sense in any way? Well you should be able to because you sell it every day. It is "Fabric protection". This is the best example of "the fear of loss" that one can imagine when presented properly. The guest can't touch or see what you are selling, but your presentation causes them to take action to avoid the "fear of loss".

What's it worth?

Your job is to also explain the price of the product to your guest. The professional does this by taking each feature of his product and explaining

thoroughly the benefits of this feature to the guest. These multiple benefits will exceed the price and emphasize the value in the product. When done correctly the guest will not want to lose any of the benefits and will see the value in their purchase.

Remember, practice your presentation! By doing so you become more believable and more confident. The more confident you become, the more confidence your guest will have in you and your product.

5. **SALE**

At the conclusion of your presentation, ask for the sale... How would you like to pay for your purchase? Do you require delivery? Is there anything else I can do for you today? Write the order, detailing it as you go.

If the guest is still unsure and they are not ready to make the purchase, then you need to re-qualify the guest. Perhaps you missed an important consideration that you then failed to address when trying to satisfy the guest.

6. **REINFORCE**

An experienced salesperson will reinforce the sale to create a more satisfied guest. Show the guest the product they just purchased and recap all its features and benefits. Be sure to mention what a great choice it was and that they will be pleased with the product they have chosen; mention that it is the product you would have chosen.

7. **NEXT PURCHASE**

Even though your guest has purchased what they came in for, don't forget to make a "next purchase". Next purchase questions can lead to additional sale or sales.

"Do you mind telling me what you think you will be buying next or your home? Then I can keep an eye out for you and if something comes in that I think would interest you I will give you a call. You might want to stop in and take a look".

Or consider this "next purchase" experience by a top salesperson:

"Do you mind me asking, it could be today or tomorrow, or maybe even the near future, but if you were looking to replace or add anything to your home, what would that be?" She told me she was looking for "a curio". I asked if it was replacing another one? She replied that it was to be a second curio to

match the one she already has. Once we qualified the colours, size and uses for the curio, I was able to lead her to just the right one. After this sale I asked the same woman the question again, *"If you don't mind me asking, it could be today or maybe tomorrow, or maybe even further down the road, what item might you be looking for next for your lovely home?"* She replied "a reclining chair". After qualifying her, I was able to show her just the right chair and the sale was made to her satisfaction. I asked yet again the "what might be next question", and to my pleasure she replied "a reading lamp". Same process as above and the guest also bought the reading lamp. Before the guest left the store I was also able to find out that she would be looking for a new sofa in the next 6–12 months.

These qualifying questions may not always lead to a multi item, however once you start asking and qualifying you will see your sales increase and your guest satisfaction will skyrocket.

8. SAYING GOOD BYE

Saying good bye is the eighth essential step in selling. Let your guest know you are thankful for letting you help them. Reassure them that you will follow up in a few days to make sure everything is okay. Hand them 2 or 3 of your business cards. Make eye contact and remember to smile!

Consider the following scenario from John F. Lawhon:

"Mrs. Smith, I want to you to have my card. If you have any reason to call our company I want you to call me first so that I can see your needs are taken care of promptly". As you say this, give the satisfied guest 2 or 3 of your cards. The guest will invariably realize this and start to hand one back, saying, "You gave me two cards". Your response, "I know that Mrs. Smith, but it was such a pleasure to help you today — I bet that your friends are just like you. Should any of them have any need for anything that I sell, please give them my card. I would be glad to help them in any way I can."

9. FOLLOW UP

Continue the relationship with your guest by sending a thank you note (handwritten preferably). An appropriate series of phone calls are an important part of the sales process...

- a phone call prior to delivery;
- a phone call after delivery; and
- a phone call 3 months after sale.

A great follow-up gives an effective salesperson a huge advantage over

their less rigorous competitor. If you can make your guest feel like you've thought about them and would like to help them, the more likely they are to classify you as "someone to trust".

Following up positions you above your competitor so you can generate more business from your existing guests. It shows that your company is helpful and organized and really cares about satisfying guests.

Follow-up isn't just about selling. It's about building relationships.

Habits

We are what we repeatedly do. Excellence is not an act – it's a habit!

Good Habit... "A behaviour that is beneficial to one's physical or mental health, often linked to a high level of discipline and self-control".

Bad Habit... "A patterned behaviour regarded as detrimental to one's physical or mental health, which is often linked to a lack of self-control".

What Habits are Controlling Your Life ?

Every one of us have formed habits in our lives, both good and bad. We've developed habits that promote and produce positive returns in our lives. We've also developed habits that demote and produce negative responses and sometimes even cause havoc in our lives.

Habits are a natural occurrence and develop most often without our knowledge or approval. The key to improving our lives, careers and families successfully is to monitor the successes and failures of our habits and make efforts to change what needs changing.

The habits that are bringing you success - continue to do and even improve on. The habits that are not bringing you success - discontinue and replace with new, more positive ones. This takes much effort as bad habits are easy to form and hard to change.

Most salespeople have selling skills that just don't work. Habit keeps them using these unsuccessful techniques over and over again. No or little selling takes place and orders are written less than 20% of the time. The longer these nonproductive skills are practiced the harder they will be to change. The more they are practiced the better the salesperson becomes in getting worse.

When effective selling skills are practiced and continuously improved on the better the salesperson becomes at getting better. These effective skills when used consistently will become a productive habit. After 21 days the habit will become easier and easier and your skill level will improve.

In monitoring the habits, you will need to be self-disciplined and open to new ideas. You will need to examine yourself, your attitude, your expression (both physically and verbally), your calendar, your work ethic and your devotion to improvement. Your bad habits will gladly hang around if you allow them to. You need to choose to stop them and look to form new habits that will bring success and promotion.

You are the one who needs to chart your habits and their successes and failures. This will allow you to know what is working and what is not. What is being effective with your guests and career and what is not. The discipline has to come from within and be consistent.

Once you have determined what habits to keep and what habits to change you will need implement new habits to replace the bad ones. The good ones you can encourage yourself with and even improve upon. The newly implemented habits will be replacing the old ones and will take much more effort. Be ready for a fight, as old habits die hard. They do not leave willingly and take much strong will to replace. However the reward will be great and the effort well worth it!

Keep in mind that the results of our habits in all areas of our lives carry over one into the other. From home, community and family to career, business and guests. Whatever habits you decide upon that are nonproductive and causing failure; I encourage you to make the effort to change these in every area of your life. Keeping consistent with the positive new habits and discontinuing of bad ones will bless your efforts and your success in life when carried out from the beginning of your day to the end.

It will be a battle so be prepared for a fight. Old bad habits will not leave willingly. Make the decision you will not turn back, you will fight this one out, until you have won your battle. You will succeed!

I am your constant companion.
I am your greatest helper or your heaviest burden.
I will push you onward or drag you down to failure.
I am completely at your command.
Half the things you do,
you might just as well turn over to me,
and I will be able to do them quickly and correctly.
I am easily managed; you must merely be firm with me.
Show me exactly how you want something done, and
after a few lessons I will do it automatically.
I am the servant of all great men.
And, alas, of all failures as well.
Those who are great, I have made great.
I am not a machine, though I work with all the precision of
a machine.
Plus, the intelligence of man.
You may run me for profit, or run me for ruin; it makes no
difference to me.
Take me, train me, be firm with me and I will put the world
at your feet.
Be easy with me, and I will destroy you.
Who am I?
I am a Habit !
— Anonymous

Peak Traffic Times

How to Capitalize During Peak Traffic Times!

During peak traffic times managers are needed the most. Generally speaking most peak times are evenings and weekends. It is during these peak times that sales staff should be able to maximize business since there are more prospective guests in the store. In order for sales staff to maximize during these times, management must be present to maintain discipline, oversee and maintain sales systems and to assist the sales staff to convert the prospective guest into a buyer.

Things to keep in mind, especially during peak traffic times.

- Rule of thumb is “a sales person can wait on 2 guests per hour”. Knowing that, try having your store staffed accordingly.
- Have your sales staff focused on one guest at a time. Focusing fully on the guest at hand will maximize the potential sale including add ons and warranties. Most add ons and warranty sales are lost because sales staff feel the need to rush onto the next guest.
- Have your sales staff disciplined to return the swatches, catalogues and other POP materials to their proper locations so they are easy to be found. This eliminates wasted time.
- If all sales staff are with guests the managers should work the door during peak times. Managers can greet and qualify and then pair the guest up with the next available salesperson. If no sales staff becomes free after qualifying the manager should follow through with the sale.
- Try to have your staff lunches and breaks scheduled so that the store is staffed it’s best during these peak times.
- Prior to peak times, try to inform your sales staff with up to date inventory on your best moving products and also update them on your delivery dates and availability. This will alleviate wasted time.
- While working the door, the manager can also save some sales that might be walking, by asking these questions:

Do you mind if I ask you if you purchased or received anything from our fine store today? If guest says yes, say “fantastic, do mind me asking, maybe not be today, maybe not tomorrow, but in the near future what would your lovely home be needing next?” If they tell you what they need next, you can start to qualify them and sometimes even bring them back in the store to the item(s) that would best meet their needs. You will be surprised how many times you can make an additional sale this way. If the guest said No, they did not buy or receive anything, then say *“Do you mind if I ask what you might be looking for that we do not have?”* Chances are you will have the product and can start to qualify and possibly bring the guest back into the store OR/AND ask if the guest has seen something at another store, or in an advertisement — qualify what it is they like about it which might open the opportunity to show them something similar that you do have that they would like.

Management will discover when productive routines are established and enforced during peak times, sales staff will be more organized and their level of sales will increase dramatically. The work place will become more enjoyable and successful rather than chaotic during these high traffic times. The best news is that your guest will be more satisfied and will return and promote your business.

Big Sales Events

Before big sales events get a good night sleep and come to work ready for the sale. Bring your lunch with light snacks so you can refuel in small portions in between busy times. Be sure to choose foods with little odor and follow by washing your hands and rinse your mouth with water. Take a look in mirror and check your appearance and your smile. Wear comfortable shoes with good support and comfortable clothing that makes you look and feel professional. Be ready to sell yourself (as a professional sales person) as well as your store and product. Have a great sale!

Slow Traffic Days

How to Maximize your Effectiveness on Slow Traffic Days:

It is important to realize that each and every guest entering your store on a slow day has an extremely high desire or need for your product. Greeting them properly and qualifying their needs to meet their desires will help you greatly to seal the deal and make another happy guest for today and future sales.

The extra time you can spend with your guests on these slow days will be to your advantage. Not only will you have the time to greet, qualify, help guest with comparisons and finding just the right product, but you will also have the time to ask about future purchases. This is such a great way to make more sales immediately as well as for the future. You can find out what their next purchase(s) might be and possibly even sell them more that day or show the guest that you have what they need next when they are ready to purchase. This will plant the seed for their returned visits and purchases.

This extra time with your guests on these slow days can also help to build the guest – sales associate relationship. Your guest will appreciate your invested time with them and your coaching them to make the right purchase. Their trust in you will build and they will feel more confident in their purchase. Their loyalty and confidence to return to you and your store for the next purchases will increase. You can also inquire of them if any of their family or friends might be in the market for your product. You can ask them to pass your card along and send their friends and family into your store. You can even start a referral card for them, in which any referrals that come into your store and make a purchase will start to build a credit for the initial guest's next purchase. With every referral's purchase you can offer a % or dollar amount towards their next purchase. This will encourage even more referrals and promote you and your store to bring in more future sales.

It is necessary to realize that on a slow day it is more important than ever to stay positive and productive. Both when serving guests and when the store is empty and quiet. When there are no guests to help, you can be pricing furniture, moving settings in your store to help promote top sellers and clear some of your dead stock. It's also a good time to make sure all swatches and price lists are in the proper place, saving you the time that will be needed during the busy days. Slow traffic times are ideal to take care of "Housekeeping"; please refer to Section 13 for more information.

You can also be following up with guests on the phone and filling out thank you notes and referral cards to mail to your guests. Taking the time to express your appreciation to your guests in the form of a call or thank you note will pay great dividends in return guests and their loyalty and referrals.

Stirring Up New Sales

Try to stir up some new sales by calling Bed and Breakfasts, nursing homes, fire halls, community living residences etc. to see if they might be looking to purchase any of the products you sell in the near future. Many times extra business has been found scouting for new business in this way.

Invested time in your guests, store and community will pay great dividends in your near future!

Phone Ups

Increased Sales, Just a Phone Call Away! A high number of potential sales from guests inquiring by phone are lost because the salesperson fails to meet his #1 objective of getting the guest to visit the store in person. Quite often salespeople are answering the guest's inquiries without a selling plan.

Phone Ups

When a guest is calling your store to inquire on products and price, be aware that they have sourced your phone number by either phone book, internet or paper advertisement. All these sources will also have your competitor's information and phone numbers as well. You can be sure these phone up guests are also calling your competitors.

Realizing these guests are investing time to make these calls validates the fact that they are indeed looking for a product or products. If these products are something you can offer to these guests wouldn't it be wise to do your best to get them into your store so you can help them make the best buying decision for them. Best to generate sales for your store rather than your competitors!

Meet and Greet your Phone Ups

Positive communication: without positive communication no sale can even begin to happen. Smile when you answer the phone and while you are speaking to the guest on the phone. Practice this by putting a mirror by the phone you use to answer inquiring guests. The guest will be able to sense your smile over the phone.

Qualifying your phone ups

Phone in guests are often inquiring on a few things.

1. Do you have the product they think they need?

If the guest asks about a specific product, you need to begin to ask qualifying questions:

- *Where will they be using it?*
- *Who will be using it?*
- *What are they currently using now?*
- *What do they like about what they have now?*
- *What don't they like about what they have now?*

2. A previous guest who has purchased from your store is calling about an item they've seen advertised by your competitor. They would rather buy from you, but are calling to be sure you have the product and will match or beat the advertised price of your competitor.

So you are always prepared for this scenario, be sure that you are studying your competitor's ads and websites on a regular basis so you will be educated about what your guest is looking at. This will give you the confidence to best help meet their needs and budget. Your confidence will help to retain this guest and bring them back into your store.

3. Price

When the guest asks "what's your best price" on the product they are looking for, what should you do?

Reply – "If you would allow me some of your time to visit our store in person I can guarantee you that we offer our guests one of the best selections and best pricing that would meet your need and budget."

If the guest continues to ask for price, then what?

Give the guest your price range on the product they are looking for, from lowest to highest. Then follow up with comment above to once again encourage them to visit the store in person.

Arrange an Appointment

Try your best to arrange a good time for the guest to come in to visit your store. This helps to build the guest/salesperson relationship and shows your interest in helping the guest find the best product and price for their need.

Enthusiasm Over the Phone

The more enthusiasm and sincerity you can deliver over the phone, the better chances you have of the guest coming into your store to purchase.

Do not take guest phone calls when in the middle of store issues or store concerns. Have someone on staff at all times that is free of the store's daily issues and is ready to answer the guest with an enthusiastic and positive voice. Always be helpful and qualifying.

Remember your mirror. A smile does travel through the phone lines!

Fabric Warranties

Do you have a plan in selling your Fabric Warranty?

Salespeople need to understand all the benefits that the fabric warranty will provide their guest. They also need to fully understand what the guest will lose out on if they do not purchase the fabric warranty.

Source out the cost for cleaning the item from local upholstery cleaner. This cost can be presented at the time of informing the guest about the fabric warranty. If they reject the purchase of the warranty and do need to have an upholstery cleaner to come in to clean the item, they incur the cost of cleaning whether the upholstery cleaner can get the stain out or not, No guarantee.

The Fear of Loss is Greater than the Desire for Gain

"It is a force that is greater than the fear of death itself, a force so powerful that it drives the world economy. It works for those rare salespeople who gain the specialized knowledge and perfect the productive selling skills needed to succeed when selling, and it works against all those salespeople who don't." —
John F. Lawhon

So Much More to Gain

By purchasing the fabric warranty the guest can have complete confidence in the coverage of their investment. Their couch or chair will be fully covered from life's mishaps and unexpected spills or stains. The stain will be removed or the item replaced for the small cost of the warranty. Plus if the guest does not use the warranty in the first five years of purchase they can come into the store and receive a full credit from the original price of the warranty to go towards their next purchase. Win win for the guest!!

For the Do-It-Yourselfer!

For those guests who might say they will stain guard their purchase themselves by buying a can of Scotch Guard and spraying the items themselves the guest needs to be educated on the fact that this would void all their manufacturer warranties.

What a Benefit to have Dry Warranty!

Since the fabric protection has become a dry warranty some salespeople have a hard time buying into how beneficial it is for the guest to have this warranty. Here's how it is far better:

- No staff needed for spraying items in an environmentally friendly area thus eliminating the labor costs and chances of the product getting damaged.
- No fear if the fabric discoloration would occur on certain fabrics
- No fear of chemicals for staff or guest
- Manufacturer's full warranties will always apply because the fabric has not been tampered with or treated in any way. This warranty is the best warranty we can offer our guests.

Measuring your Competence Pays Big Dividends!

By measuring it makes you accountable. Accountable to yourself, the store and to your guest to present and demonstrate the warranty to each and every guest that purchases a product that can benefit from the fabric warranty.

Presentations must be practiced and rehearsed. As your skills improve you are increasing the guest's awareness more and more, thus giving the guest more confidence in their purchase of the warranty verses losing the benefits and possibly costing them money down the road.

The Need Comes with Ownership

Fabric protection can be mentioned during the sale but must be presented and demonstrated after the guest has made the decision to buy the item. Once the guest feels ownership of the item it is in everyone's best interest to educate the guest on the benefits the fabric warranty can give them.

When presented properly the guest will be thanking you for the small cost of purchasing the protection on their investment and the money you may be saving them down the road.

Last Opportunity to Ask

When writing the sale up your invoice should have a section for fabric protection. If the warranty is accepted there should be a box to check for accepting and dated. If the guest rejects the warranty a large reject stamp can be used to stamp the rejection of the warranty. Before stamping the invoice with the reject stamp confirm with the guest that this is their final decision.

Once stamped the decision is final. Again reinforce your desire to save them money from unnecessary cleaning costs without guarantee and protect their purchase.

Housekeeping

A good friend of mine who has been a real estate agent for over 30 years told me a great story about a guest of his. When visiting the guest's home that they wanted to list for sale, my friend Bob asked the guest's to clean up a few areas, uncluttered others, and to improve a few things. This would attract better buyers and a better selling price as well. Once the guest followed through on Bob's suggestions, they were more attracted to their home — they saw the value of their home. The new appearance of the home added more value and comfort to the guest's eyes; they decided to stay in their home and enjoy all its features and benefits!

Homes always look their best when company's coming over. Everyone spends that extra time to clean up and make their homes look warm and inviting when visitors are coming. This makes for the best presentation of the home and its owners. A clean and tidy home welcomes the visitor with warmth and comfort upon arrival and duration of visit.

It is in your best interest to properly maintain your store appearance and products!

*When arriving at work,
check the parking lot
for any garbage
or debris.*

*Make sure your
show room floor is
warm, inviting
and clean.*

Consider the following product check lists...

Upholstered Products: Make sure the seat cushions are all properly inserted and toss cushions are neatly arranged on the sets. Legs all tightly secure and the sets are all sitting level. Check sets for damage such as rips or tears. Make sure all zippers are properly working.

Motion Furniture: Make sure all reclining sofas, loveseats and chairs are in working order and are easy to open and close with no abnormal sounds. Make sure there is adequate room around recliners to recline.

All Electric Motion Products: These should be set up and ready for demonstration. All cords plugged in and neatly concealed.

Leather Products: These should be kept dust free. Look for marks or scratches that can be touched up.

Case Goods: These should be kept dust free. Look for marks or scratches that can be touched up. Make sure doors and drawers are all working properly. Dining and kitchen tables can open and close to install leaves with ease. Handles installed on every case good on display. Kitchen and dining room chairs, tables, and occasional tables put together well with legs tight and secure, sitting level. Entertainment units, wall units, curious and electric fireplaces are all powered up and properly accessorized.

Mattress Department: Make sure all mattresses are set up neat and tidy. Installed on secure bases with ample room for guest to move around mattresses and experience the comfort the mattresses offer. Make sure mattress tops are clean and clear. Best sellers should be sold off and replaced quarterly to keep new appearance. Booties should all be placed neatly at the end of mattresses to protect the mattress from foot wear and dirt. If headboards are used on any of the mattress displays make sure they are securely fastened. All pillow and mattress displays should be in neat and tidy and accessible to the guest. If display pillows are used on the mattresses they should be neatly placed.

Appliances: Appliances should always look clean and fresh. Clean any finger prints and touch up any scratches. Make sure any POP is neatly displayed. Shelving and racks should be properly installed on all display models. Each category should be organized on the floor for best product comparison.

Electronics: These should be kept dust free. Look for marks or scratches that can be touched up. Make sure all electronics are all powered up and properly accessorized. All power cords properly concealed. Make sure all remote controls are properly displayed for easy access when needed for demonstration.

Lamps: These should be kept dust free. Make sure all shades are sitting properly and level. All cords concealed and plugged in when possible.

Accessories: These should be kept dust free and clutter free. Arranged to promote the beauty and function of products, but not overly. Keeping products uncluttered and appealing to the eye.

Area Rugs: Rugs, when displayed on racks, they should be hung neat and tidy. When displayed on floor, they should be secured without turned up corners to prevent tripping as well as keep the appearance of rugs and furniture settings appealing to the guest. When placed in high traffic areas, rotate often to avoid wear marks. Keep floor and area rugs clean.

Swatches, Catalogues or Selling Props: These items should be organized and always placed back to designated area after each use. This will help to avoid wasted time for each salesperson. When these items are needed to help sell the product they can be easily accessed.

Price Tags: Price tags are to be placed consistently in the same position for each category of product. For example, right hand arm for every sofa, love and chair. This makes it easy for the salesperson and the guest to find the price. It also makes for unity and the flow of the stores appearance with tags more appealing. Every product should be properly tagged. Product tags should be easy to read, with information that is needed. Example: measurements, other pieces available that match, in stock or order etc. Also helpful to have SKU or model numbers listed on back for sales staff.

Work Stations: All work stations or office areas should be kept neat and tidy. Everything kept organized and returned to designated areas after use, this will help with wasted time when staff is looking for office materials and information. Any areas open to the guests viewing needs to be kept neat and presentable.

Lunch Areas: Lunch areas should also be kept clean to promote respect for the workplace and others. Practice low odour lunches as to prevent strong odours lingering into the showroom.

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.

Manager's Measurement Tools

Measuring

To find out where we are, we must be able to measure!

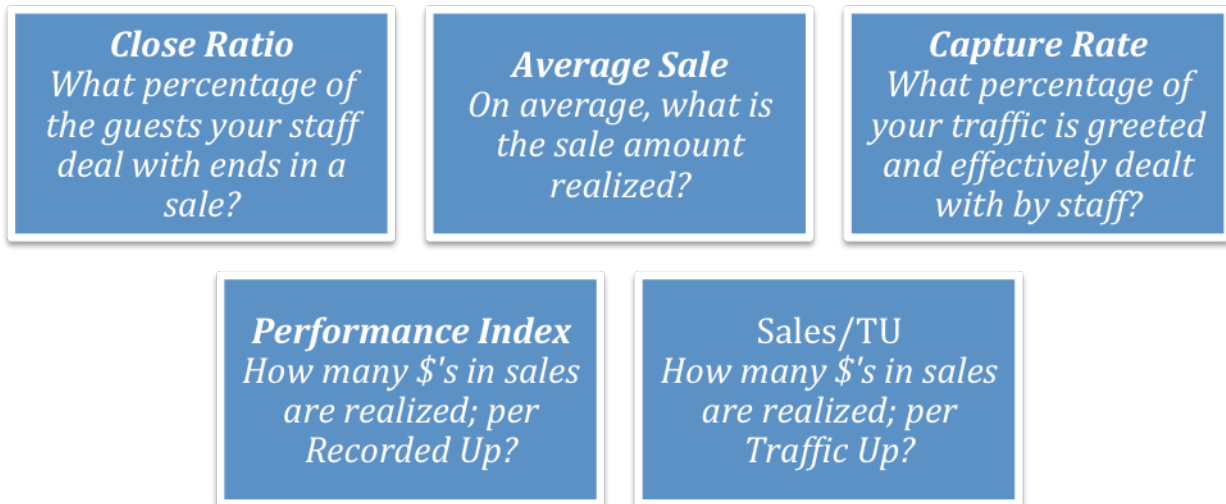
What Do We Measure?

Number of Traffic Ups • Measured electronically from door counter
• Not perfect (we know, nothing is)
• Consistently imperfect

Number of Recorded Ups • Measured manually from "Up Sheet"
• Not perfect (we know, nothing is)
• Self-regulating

Number of Sales and Amounts • Counting and tallying invoices at end of day

What We Get From Measuring:



Why Do We Measure

- Financial investment is minimal (relative to the potential)
- Investment of time is minimal (easy to hand off)
- Provides a structure or framework for you to monitor (traffic; sales efficiency)
- Ours is a pretty simple business (create traffic; convert to sales)
- Do you know how both are doing?
- If you can't measure it, you can't improve it!
- Our sales are equal to:

Traffic x Capture x Close x Average Sale

A 10% improvement in any one of these will result in a 10% increase improvement in your sales! What does this do to your bottom line?

How Do We Stack Up"

Do you own measurements. Compare to the industry averages of:

Close Rate – 30%

Capture Rate – 70%

Average Sale - \$1,200

Sales/TU - \$252

Performance Index - \$360

RU's Per Shift – 8 to 10

WEEKLY DASHBOARD

	<i>Monday</i>	<i>Tuesday</i>	<i>Wednesday</i>	<i>Thursday</i>	<i>Friday</i>	<i>Saturday</i>	<i>Sunday</i>	<i>MD</i>
SALES								
AVE								
CLOSE								
P/I								
RU/TU								
S/TU								
ESP'S								
NOON								
5PM								

Goal Setting (Monthly)

Month: _____

Date: _____

Personal Sales Goal: _____

Tools

Special Financing: _____

Special Buys or Promotional Items: _____

Monthly Theme and Special Events

Other: _____

Focus Areas for Ongoing Improvement

9 Essential Selling Steps:

1. _____

2. _____

3. _____

4. _____

5. _____

6. _____

7. _____

8. _____

9. _____

6 Groups of Knowledge

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____

Weekly Measurement Review: On Target Off Target

Completed Review of Measurement Report: Yes No

Identify the areas below target and discuss plan of action to get back on monthly goal: _____

Notes and Comments: _____

Monthly Tracking

Month	SALES						Gross Margin %		Average Sale \$\$		Close Ratio % per Traffic Up	
	Written	Written	Delivered	Delivered	Year:	Year:	Year:	Year:	Year:	Year:	Year:	
	Year:	Year:	Year:	Year:	Year:	Year:	Year:	Year:	Year:	Year:	Year:	
January												
February												
March												
April												
May												
June												
July												
August												
September												
October												
November												
December												
Yearly TOTAL	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -						

Close Ratio % per Recorded Up	Year:	Year:	Fabric Protection Close Ratio %	Year:	Year:	Furniture Close Ratio %	Year:	Year:	Leather Close Ratio %	Year:	Year:	Appliance/Electronics Close Ratio %	Year:	Year:	Mattress Pads Close Ratio %	Year:	Year:	Total ESP's Close Ratio %	Year:	Year:	
																					Year:

ONE ON ONE

Name: _____ Date: _____

Top 3:

- 1) _____
- 2) _____
- 3) _____

	<i>Goal</i>	<i>Week 1</i>	<i>Week 2</i>	<i>Week 3</i>	<i>Week 4</i>	<i>Month</i>
Sales						
Close						
Ave						
P/I						
FAB						
LEA						
HARD						
MATT						
APP						
ELE						
PPP						

Week 1	
Week 2	
Week 3	
Week 4	
Month	

TARGET CARD

Name: _____ Date: _____

	Close		Ave Sale		P/I		PPP
Team		x		=			
Personal		x		=			

	Customer		Product		Sold		ESP
#1							
	Greet	Qualify	Comparison	Presentation	Sale	Reinforce	
#2							
	Greet	Qualify	Comparison	Presentation	Sale	Reinforce	
#3							
	Greet	Qualify	Comparison	Presentation	Sale	Reinforce	
#4							
	Greet	Qualify	Comparison	Presentation	Sale	Reinforce	
#5							
	Greet	Qualify	Comparison	Presentation	Sale	Reinforce	
#6							
	Greet	Qualify	Comparison	Presentation	Sale	Reinforce	
#7							
	Greet	Qualify	Comparison	Presentation	Sale	Reinforce	
#8							
	Greet	Qualify	Comparison	Presentation	Sale	Reinforce	
#9							
	Greet	Qualify	Comparison	Presentation	Sale	Reinforce	
#10							
	Greet	Qualify	Comparison	Presentation	Sale	Reinforce	

	Close		Ave Sale		P/I		PPP
Results		x		=			

	# Closed		Not Yet		Q-Book		Clearance
Focus							

Worksheets & Check Lists

9 ESSENTIAL STEPS CHECKLIST

<input type="checkbox"/> Greet	Date: _____
<input type="checkbox"/> Qualify	Employee Name: _____
<input type="checkbox"/> Comparison	Guest's Name: _____
<input type="checkbox"/> Presentation	Street Address: _____
<input type="checkbox"/> Sale	City/Postal Code: _____
<input type="checkbox"/> Reinforce	Home Phone: _____
<input type="checkbox"/> Next Purchase	Work or Cell Phone: _____
<input type="checkbox"/> Good Bye	Email: _____
<input type="checkbox"/> Follow Up	Preferred Communication by: <input type="checkbox"/> HOME <input type="checkbox"/> WORK OR CELL <input type="checkbox"/> EMAIL
	Extended Service Plan: <input type="checkbox"/> YES <input type="checkbox"/> NO

Important Dates/Events/Information:

9 ESSENTIAL STEPS CHECKLIST

<input type="checkbox"/> Greet	Date: _____
<input type="checkbox"/> Qualify	Employee Name: _____
<input type="checkbox"/> Comparison	Guest's Name: _____
<input type="checkbox"/> Presentation	Street Address: _____
<input type="checkbox"/> Sale	City/Postal Code: _____
<input type="checkbox"/> Reinforce	Home Phone: _____
<input type="checkbox"/> Next Purchase	Work or Cell Phone: _____
<input type="checkbox"/> Good Bye	Email: _____
<input type="checkbox"/> Follow Up	Preferred Communication by: <input type="checkbox"/> HOME <input type="checkbox"/> WORK OR CELL <input type="checkbox"/> EMAIL
	Extended Service Plan: <input type="checkbox"/> YES <input type="checkbox"/> NO

Important Dates/Events/Information:

DAILY TO DO LIST

Name:

Date:

List Top 10 Priorities:

Completed

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____
7. _____
8. _____
9. _____
10. _____

PRODUCT KNOWLEDGE INFORMATION

Manufacturer: _____ Fabric Warranty: _____ Service Warranty: _____

Product	SKU	Fabric or Finish	Dimensions	Inventory			Comparison Selection	Reg Price	Sale Price	3 Product Features	3 Guest Benefits
				Special Order <input type="checkbox"/>	Stocking Item <input type="checkbox"/>	Ship Time					

Mattress Features and Benefits

COILS

What type? How Many? Difference?

EDGE

Benefits? Construction? Show them.

CENTRE

Why better? Difference?

FOAMS

Benefits? Difference? Why? Show them.

COMFORT LAYERS

What does this do? Show them.

COVER

Features? Benefits? Why? Show them.

BOX SPRING

Shock Absorber? Metal?

SIZES WE OFFER

Twin, Double, Queen, King?

DID WE QUALIFY SIZE?

Do they need low profile, split base or low profile frame?

Which models are in stock?

How long to special order mattress sets?

What is the warranty on all your brands

Which are the 2 best sellers in each brand?

Did you do a comfort test?

Bedroom Furniture

Which pieces are available in bedroom furniture?

- Single Bed
- Double Bed
- Queen Bed
- King Bed
- Dresser Mirror
- Door Chest
- Armoire
- Media Chest
- Night Table
- Bed with Storage
- _____
- _____
- _____

WHAT ARE THE TOP 3 BEST SELLING BEDROOM SETS?

HOW LONG TO ORDER EACH PIECE? SET?

Bedroom Furniture Construction Benefits

TOPS			
SIDES			
DRAWERS			
MIRROR			
HANDLES			
BED			

Upholstery Furniture

Know your options! Sofa, Love Seat, Chair, Chair and Half Ottoman, Sofa Bed, Chaise Lounge, Occasional Chair

Know your brands!

Know your features and benefits:

In Stock				
Order Time				
Frame				
Legs				
Springs				
Cushions				
Deck/Arms				
Backs				
Other Benefits				
Top Sellers				

PRODUCT INFORMATION SHEET
Stationary Upholstery



Supplier

SKU

Collection Name

ASHLEY Furniture

779

Yvette Steel Collection

Features

Bennifits

Frame:
 Legs:
 Springs:
 Cushions:
 Foam Density:
 Back:
 Color:

Top Seller YES / NO
Stocked Item YES / NO

Order Time: 3-4 Weeks

Entire Collection	SKU #'s	Our Price	Available Add ons	Suggested
Sofa	7590038	\$ 799.00	Coffee Table Set	
Love Seat	7590035	\$ 749.00	Rug	
Chair	7590020	\$ 499.00	Lamps	
Accent Chair	759xx99	\$ 449.00	Throws Accessories	
Ottoman	7590008	\$ 299.00	Toss Pillows	
			Artwork	

Comparison Items in Store	

Key Notes:

750	Length	Depth	Height	Price	Code
Sofa	90"	39"	40"	\$499	38
Loveseat	67"	39"	40"	\$449	35
Chair	46"	39"	40"	\$399	20
Ottoman	31"	25"	18"	\$249	14
Full Sleeper	90"	39"	40"	\$799	36
Sectional	104"	104"	40"	\$999	55/56

Features/Benefits

- **Microfibre Upholstery** – Durable, easy to clean, inexpensive, many different colors possible, specifically engineered for furniture
- **Polyurethane Feet** - Durable, no chipping, clean look
- **Zippered Cushions/Padding** – Easy to maintain product, swap out cushions if they sag, stuffing for backs/arms easy to install
- **Corners Blocked, Glued and Stapled** – provides rigidity to corners, for a reduced price. Durable, no twisting of frame
- **Quick Ship** – Customer can have product quickly, setup in home
- **Seat Springs** – tempered steel springs for support and durability, fastened into plywood frame for support
- **7/8" Hardwood frame** with engineered wood for support
- **6 Colour Options** – Choose from Stone, Mocha, Café, Cobblestone, Café, Salsa
- **Back Cushions Attached** – do not need to straighten cushions

Comparable Selections

Ashley - Dominator – Microfibre

Ashley/Benchcraft – Brogain - DuraFabric

Stain Protection

Sofa - \$99.99 (under \$1000)

2 Pc. - \$159.99 (under \$1000)

3Pc. - \$249.99 (over \$1000)

Product and Presentation Evaluation

Manager Checklist: Use as a guide to help evaluate your sales staff.

Salesperson's Name: _____

Date of Evaluation: _____

	NEEDS IMPROVEMENT				EXCELLENT
Knowledge of the features and benefits	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Were suitable products used to show comparison to add value to the product	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Proper use of voice tones	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Level of enthusiasm	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Knowledge of the competitor's products/services	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Knowledge of hidden (non-visual) benefits	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

GROUPS OF KNOWLEDGE RATING CARD

	1-3	3-5	5-7	7-10
Knowledge of your products				
Knowledge of your competitor's products				
Knowledge of your inventory				
Knowledge of your competitor's inventory				
Knowledge of your advertising				
Knowledge of your competitor's advertising				
Knowledge of your credit or finance plans				
Knowledge of your competitor's credit or finance plans				
Knowledge of your policies and procedures				
Knowledge of your competitor's policies and procedures				
Knowledge of your website				
Knowledge of your competitor's website				

What can you implement in your daily routine to increase your rating?

*Work as a team to gather and share the knowledge you will need!
 Measure your performance so that you are accountable!
 Remember, whatever you accurately measure will improve!*