

CAN'T START A FIRE WITHOUT A SPARK

"Dancing in the dark" is a song written and performed by American rock singer Bruce Springsteen. It was a song that redefined his sound by embracing new technology in the addition of up-tempo synthesizer riffs. The song spent 4 weeks at number two on the Billboard Hot 100 and sold over one million singles in the U.S.A. The song was the first single released from his 1984 album born in the U.S.A and helped catapult the album to the best selling in Bruce's long career.

It's safe to say that this transition into embracing technology and making it his own brought Bruce immense success. It also allowed him to maintain longevity through his great career and is one reason his songs are considered by some to be timeless.

You can't start to offer your goods and services to your guests without first coming into contact with them. We are all familiar with the guests that enter our store and aware that each one presents an opportunity to have them leave satisfied and fulfilled with the successful sale. Today we see more and more transition to online spaces and have many guests that are online shoppers. This change comes with a great opportunity for us salespeople, but will only be seized if we are willing to embrace the change. Like Bruce and his use of technology to elevate his songs to the next level we too can utilize modern technology as a way to take our sales game to the next level. With many guests choosing to take their shopping or even browsing online we have a powerful tool to reach them in chat lines. This technology once fully embraced can become an amazing asset to increase your sales. At DRSG we have the privilege of having access to podium chat, a great tool that can help us reach that next level .

WHAT IS PODIUM CHAT

Podium Webchat is specifically designed for local businesses looking to communicate with their customers in a modern way. Webchat opens a two-way conversation where your team can answer questions, schedule appointments, and close deals with real, friendly interactions that are quick and convenient.

Our capabilities greatly enhance your ability to generate leads from your website and convert them into buying customers.

- Provide a convenient way to connect with website visitors.
- Podium's text-based Webchat solution improves how your team handles online inquiries and facilitates customer service and support.
- Never miss another opportunity to connect with your visitors.
- Turn on response automation to engage with leads who message in after hours.
- Improve the way you manage inbound leads.
- With intelligent lead routing, have confidence that your leads are assigned to the correct department, location, and inbox.
- Save time responding to inquiries. Automatically respond to FAQs such as hours of operations,
- Accepted payment types, etc.
- Monitor your progress.
- Explore our reporting dashboards to assess how many inbound leads are generated per month and measure employee
- Response times and the number of conversations managed.

Podium chat is an amazing opportunity for all of our members and sales staff moving forward. Many of our sales associates have great success with online chatting and are able to use it to build new relationships with guests. One of the great benefits of online chats is that it allows you to have interactions with guests that you potentially never would have met without it. Imagine if every time someone saw a billboard or ad for your business or location you were able to immediately connect with them and form a relationship that could lead into future sales. With online chatting this dream can become a reality. When online chatting it is important to express your enthusiasm and do your best to have a genuine connection with the guest, make them feel like they are having a real conversation with you and not just talking to some computer or A.I. We must always remain guest oriented in everything we do including online chatting.

TIPS FOR ONLINE CHAT

Always introduce yourself as a professional salesperson, remain personable and insure the guest knows they are not talking to a computer or an A.I. bot.

Engage the guest as you would normally on a phone up.

You can use the podium feature to see what products a guest has already viewed in order to enhance their experience.

You can offer to send videos of your product to the guest.

You can convert your online chatting to a phone call in order to make your guest feel more comfortable.

You can offer your guest an appointment for an in person viewing at your store or location



Rick Gioia

DRSG SALES TRAINER

Enthusiasm and passion brought Rick Gioia into the furniture industry nearly 30 years ago. As the former owner of Stratford Furniture and Sleep Centre, Rick was able to transfer his approach into sales, maintaining 70% of the area's market shares in bedding for 12 years. Lucky for us, Rick's generosity led him to share his energy and experience first as a motivational speaker at John F. Lawhon seminars and then as a member of the dRSG team. Rick specializes in training and will light a spark under any sales team!

A MESSAGE FROM ONE OF OUR MEMBERS

Podium is a great tool to engage with our guests at any hour. We find, especially in the appliance department in one of our stores, when an item is easily shopped often the guest is asking about availability and then price. Always try to turn the chat conversation into a phone conversation and then a store visit to close the deal. And always introduce yourself when you start a chat conversation to let the guest know you are a live human there to help.

RICK'S TIP OF THE MONTH

Take the time to learn the Podium platform and technology offered. In an ever increasing technological world it is important to use and be knowledgeable on all the tools at your disposal. Don't overlook the opportunity standing in front of you because of habit or convenience sake but be open to learning new ideas. Old ways won't open up new doors, always remember that if you are looking for better results you must first start with a change in the way you go about it.

AS ALWAYS REMEMBER : **FUEL THE FIRE OF THEIR DESIRE AND YOU WILL NOT FAIL TO MAKE THE SALE!**