

RICK'S MARCH 2025 NEWSLETTER



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!

THE POWER OF QUALIFYING QUESTIONS

Each and every one of us came into the business of sales with unique expectations. Think back to when you first started your job as a salesperson, were your expectations for the role what you thought they'd be? The definition of a salesperson is someone whose job it is to sell a product or service. However, if you haven't already realized, the role requires a much more diverse set of skills than simply facilitating the exchange of currency for goods. It's about connecting with people on a deeper level, understanding their needs, and guiding them through a process of discovery. As a salesperson, you are not only a product expert or a negotiator, but also a trusted advisor and, at times, a problem solver. One of the most critical skills in this journey is the ability to help people navigate their own thoughts and emotions, to listen closely and identify what they're truly seeking, even when they themselves can't fully articulate it. It's a dance between you and your guest that requires empathy, intuition, and expertise, and it's these subtle yet powerful skills that separate the good salespeople from the great ones. The key is not just selling a product, but unlocking the hidden desires and motivations of the person in front of you, guiding them to a solution that not only meets their needs but elevates their experience as a whole. In the world of sales, asking the right questions can make all the difference in turning a potential lead into a satisfied guest. At the heart of every successful transaction is the ability to qualify your guests, ensuring you truly understand their needs.



WHY DOES QUALIFYING MATTER

Elevate Your Expertise:

Asking the right qualifying questions instantly elevates you to a top-tier sales associate. It shows guests that you are invested in their needs and ready to help them make informed decisions.

Build Confidence:

Master sales associates know that key questions help build trust. When guests feel understood, they gain confidence in your recommendations, which leads to increased sales.

Enhance Comfort:

The more prepared you are with thoughtful questions, the more comfortable and natural the interaction will feel for the guest. It's all about making them feel at ease throughout the buying process.

Remember, You're the Expert:

Guests are not professional buyers. They need your expertise to make confident purchasing decisions. By guiding them with the right questions, you provide the insights they need to make the right choice.

ONE QUESTION CAN MAKE ALL THE DIFFERENCE

Asking the right qualifying questions allows you to better understand your guest's preferences and needs. This can be crucial in helping them find the product that suits them best. Here are some examples of questions that can open the door to deeper insights:

- Do you mind if I ask you a couple of questions that will help save your valuable time?
- Is this the first time you've been in our store?
- May I ask what items you are thinking of adding or replacing in your home?

These simple questions show your commitment to providing an experience tailored to each individual guest.

Every category in your store deserves a unique approach. Tailor your questions based on what you're selling to ensure you're gathering the right information.

For mattresses, for example:

- Do you sleep on your side, back, or stomach?

For living room sets, ask:

- How many people do you expect to be sitting in the room at any given time?
- Are you looking for something reclining or stationary?

For appliances, consider questions like:

- Tell me about the size and frequency of your wash loads?
- Do any of your clothes require unique features?

If a guest is shopping for a refrigerator, ask:

- How much are you looking to store at one time?
- What is the ideal cavity size for your needs?

These kinds of questions help you gather the essential details to meet your guest's exact needs.

RICK'S TIP OF THE MONTH

Qualifying questions aren't just a formality, they are a powerful tool for understanding your guests and providing personalized recommendations. They help you get to the heart of what your guests are truly looking for, ensuring that you can guide them toward the perfect product. Be mindful of the questions you are asking your guests. One thoughtful question can make all the difference in unlocking the desires and needs of your guest. So, next time you engage with a guest, make sure you're ready to ask the right questions to unlock the best possible outcome. The more you know, the more you can serve. Keep refining your qualifying questions, and watch your sales increase.