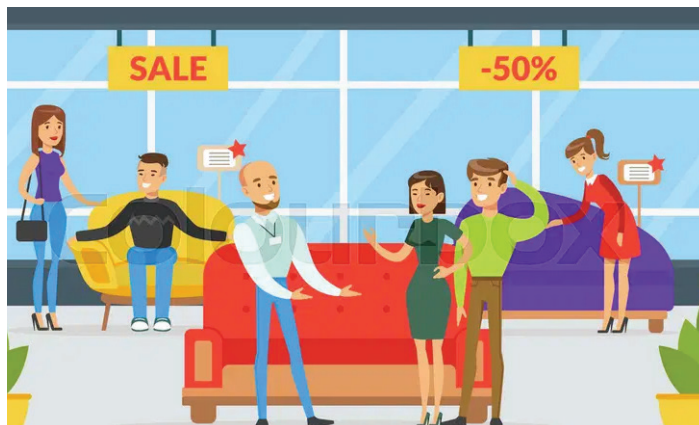


RICK'S FEBRUARY 2025 NEWSLETTER

Picture your favorite shopping experience. Were you blown away when you walked into the store by the presentation of items? Were you greeted and helped by someone who made a lasting impression? Was it the deals offered that made this shopping experience so great? What is it exactly that makes a shopping experience memorable, what makes you come back to a store with absolute loyalty. As much as we in the furniture business are selling furniture, mattresses and appliances it's important for us to remember that we are also selling experiences. Every guest that walks into your store is an opportunity to leave a lasting impression. It's important for us as salespeople to finely tune our presentation and interactions with guests so that no matter what we are going through every guest will have a memorable experience. Presenting your products and services effectively when selling requires a combination of understanding your guests needs. The more you understand about your guest needs the more you can tailor the experience to their desires.

A master salesperson can effectively and efficiently draw out a guest's needs and desires and match those needs with not only the products in your store, but also the experience the guest has in your store. If you can give every guest that enters your store a memorable enjoyable experience you will not only find them coming back to you for years to come, but also bringing their friends and family with them.



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!

Here are some strategies to help you master creating a memorable experience for each and every one of your guests:

01

Understanding your guests needs:

Ask questions: find out what they are looking for, their budget, space constraints, style, and any other specific features they are looking for
Eg: Would a king or queen size mattress suit your needs best? Are you looking for leather or cloth sofa?

02

Identify pain points:

By identifying any dissatisfaction a guest may have with products they currently own you give yourself an edge in pinpointing what key features a guest will be looking for in their next purchase.

03

Focus on benefits not just features:

Explain why benefits make your product special and unique.
Eg: Memory foam technology in mattresses, energy efficiency for appliances, high wearing fabrics for furniture.
Always remember when the benefits of the product exceeds the price people will recognize the value and make the buying decision.

04

Offer personalized solutions:

Suggest items that complement each other. This will not only add value to the item originally being looked at by the guest, but also increase your chance to add additional items to your sale.

05

Build trust with transparency:

Be honest, a guest can often spot when they are being duped or having an item forced on them. It's important to be honest and genuine when helping a guest.
Show guarantees, highlight warranties and extend service options, educate the guest on repair and maintenance for the item they are purchasing.

06

Promote financing options:

By promoting financing options your guest does not have to settle for an item simply because they feel it is out of their immediate price range.

07

Use your product P.O.P

Make sure any P.O.P is readily available to use for guests' advantages. Make sure you have a put it back policy so any of the sales associates know where the P.O.P is at any given time.

RICK'S TIP OF THE MONTH

Even a simple smile or act of kindness can leave a lasting impression in a person's mind. Every guest that walks into your store is a person just like you. Put yourself in your guests shoes when making potential sales. Think about what would make your experience in the store a memorable one, or what would potentially bring you back to a store for future purchases. Sometimes it's the little things that make the biggest differences so never be afraid to go that extra mile in helping a guest.