

RICK'S APR 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!

In the fast-paced world of sales, first impressions are everything. A strong, positive greeting can be the difference between a casual browser and a committed buyer. An effective greeting can set the tone for not just a successful sales interaction, but a successful business relationship for years to come. One of the biggest obstacles we face as salespeople is the all-too-common statement: "I'm just looking." While it can be disheartening, it's important to remember that this is not a rejection, but simply the start of a deeper conversation. Understanding how to navigate interactions and steer your guest towards a positive buying attitude is what separates the good from the great. When you master your greeting you give yourself the best opportunity to turn every guest who walks into your store into a buyer.

Let's break it down:

The definition of browsing is simply to aimlessly wander. When a guest walks into your showroom, they are looking for more than just products, they are searching for an experience. If we don't greet them properly, they will make decisions based on the price tag and not on the true value of the product.

An ineffective greeting doesn't set up a positive interaction. You might not get a second chance, so it's crucial to make that first impression count.

Remember: Guests are not an interruption to your day; they are the reason you're here. You are accountable for each and every guest that walks into your showroom. This is your moment to shine!

How to Have an Effective Greeting

01 Assess Your Store's Entrance: Take a moment to observe how you approach guests as they enter. Does the layout make it easy for guests to feel welcomed? Are you ready to engage as soon as they walk in? The way you approach your guests matters.

02 Stand at an Angle: Always position yourself at an angle, allowing the guest to naturally walk towards you. This creates an open, inviting atmosphere. The more prepared you are to greet, the more effective your greeting will be.

03 Mentally Prepare for Each Interaction: Much like a batter taking practice swings in the batter's box, you need to prepare yourself mentally for each guest interaction. Allow yourself time to get in the correct mindset. Stay "guest ready." Everything you say and do must be centered around your guest's needs.

04 The "Million Dollar Smile": A genuine, positive smile invites your guest in and sets the tone for a successful conversation. It's simple, but it works every time.

05 Say "Thank You": Never underestimate the power of gratitude. When you thank your guests for visiting, it makes them feel appreciated and valued. This simple act of kindness helps build relationships and can make the next steps, such as qualifying the guest, feel more natural.

06 Practice Makes Perfect: The better your greeting, the more effectively you'll be able to uncover your guest's needs and wants. Write down your greetings and practice them until they feel second nature. This will give you the confidence to engage in productive, value-driven conversations.

RICK'S TIP OF THE MONTH

By mastering the greeting, you're not just creating a welcoming atmosphere, you're setting the stage for a successful sale. Remember every guest that walks into your store is a person, just like you. Ask yourself how you would like to be treated when walking into a business for the first time. Practice makes perfect so never be afraid to keep putting yourself out there. Let's make sure every guest interaction counts. Together, we can turn those "just looking" moments into valuable opportunities!

