

RICK'S MAY 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!

A contender is someone who has the skills, talent, and potential to win—but a champion is the one who actually does win.

A contender competes; a champion conquers. A contender shows up; a champion follows through. Contenders talk about what they're going to do; champions prove it with results.

The difference often comes down to mindset, discipline, and execution. Champions don't just work hard when they feel like it—they push through when others quit. They embrace pressure, learn from failure, and rise to the occasion when it matters most. Everyone wants to be a champion, but only those willing to outwork, outlast, and outthink the competition will actually become one. The retail selling contenders and champions are separated by their mindset, execution, and ability to drive results.

CONTENDERS:

- Show up, follow scripts, and do the minimum required.
- Focus on transactions rather than building relationships.
- Rely heavily on promotions or discounts to close sales.
- Handle objections passively, often backing down when a guest hesitates.
- Have inconsistent performance, hitting targets occasionally but not consistently.

CHAMPIONS:

- Take ownership of the guest customer experience, going beyond the script to create real connections.
- Focus on long-term relationships and repeat business, not just one-time sales.
- Sell value over price, demonstrating how products solve problems or enhance the guest's life.
- Overcome objections with confidence, turning hesitations into opportunities.
- Consistently exceed sales targets through skill, persistence, and guest focused strategies.

CHAMPIONS DON'T JUST WAIT FOR GUESTS TO BUY—THEY GUIDE THEM TO THE BEST DECISION WITH EXPERTISE AND ENTHUSIASM.



RICK'S TIP OF THE MONTH

Strive hard to be a champion. Enjoy the journey along the way. Work hard, focus on your skills and knowledge, greeting and sincere interaction with your guests for their best interest. Know your products inside and out as well as competitors. Remember when the benefits of the product exceed the price, your guests see the value and make a true buying decision. It's your choice - Contender or Champion ?