

RICK'S JUNE 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!

COURTESY MATTERS:

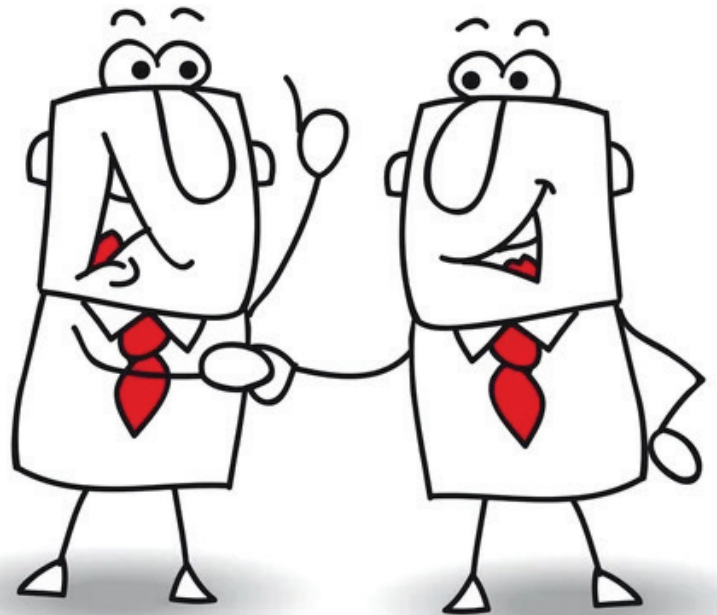
In today's fast paced world with the many concerns and cares on peoples minds, we sometimes let our best manners slip and forget to extend this common trait that our society used to be built on. Today let's take a moment to highlight this practice, that may seem simple—but has a powerful and lasting impact on every sale we make: Our common courtesy.

In our day-to-day work, we talk a lot about features, benefits, financing, and closing. But what often seals the deal—or drives someone away—is how we make our customers feel. Simple gestures like saying "please" and "thank you," smiling warmly, making eye contact, listening without interrupting, and showing genuine respect can transform an ordinary shopping trip into a memorable experience.

Courtesy isn't just good manners—it's smart business. When we treat every customer with care and kindness, we build trust. And trust is what brings people back through our doors and earns us referrals.

HERE ARE A FEW REMINDERS TO KEEP TOP OF MIND:

- Greet every customer promptly and sincerely—make them feel welcome from the moment they walk in.
- Listen actively—customers appreciate being heard more than just being sold to.
- Respect their time and preferences—even if they're "just looking," your attitude can make the difference in whether they return.
- Follow up thoughtfully—a courteous message or thank-you note after the sale goes a long way.
- Always show appreciation for your guests time and show that through your words of affirmation and common courtesy.



Let's continue to build our reputation not just on the quality of our products, but on the quality of our interactions.

RICK'S TIP OF THE MONTH

We have great team players at all our stores. Thank you for everything you do to make our store a place where customers feel respected, valued, and appreciated. If you notice a fellow staff member having a rough day, be sure to extend common courtesy to them as well and reach out to support and help them where you can. Good teams produce great store atmospheres for every guest to enjoy and want to return to and recommend to their friends.