

RICK'S AUGUST 2025 NEWSLETTER

A positive attitude has a powerful and direct impact on retail sales in the furniture and mattress industry. Here's how it influences performance, Guest experience, and ultimately, your bottom line:



1. BUILDS INSTANT CUSTOMER TRUST

Guests walking into a furniture or mattress store are often overwhelmed or unsure. A positive, friendly salesperson puts them at ease. When guests feel comfortable, they're more likely to open up about their needs—making it easier to pair them with the right product

EFFECT:

- ☒ More engagement
- ☒ Longer in-store visits
- ☒ Greater chance of closing the sale

2. CREATES A MEMORABLE EXPERIENCE

Buying a sofa or mattress isn't a quick decision. It's often emotional and personal. A salesperson with enthusiasm and a can-do attitude can turn a stressful process into an enjoyable one—something guests will remember and talk about.

EFFECT:

- ☒ Increases repeat business
- ☒ Drives referrals
- ☒ Boosts online reviews and ratings

3. IMPROVES PRODUCT PRESENTATION

When you're positive, you naturally speak with more excitement and belief in your products. That energy is contagious. Your product presentation will be at its best and guests feed off that confidence and are more likely to see the value in your products and the benefits they provide.

EFFECT:

- ☒ Increases perceived value
- ☒ Reduces objections
- ☒ Helps justify premium pricing

4. ENHANCES PROBLEM SOLVING

Obstacles and objections are part of the job. A positive attitude helps you approach problems with curiosity rather than defensiveness. You become solution-oriented instead of reactive.

EFFECT:

- ☒ Better handling of complaints or concerns
- ☒ More creative ways to overcome "just looking"
- ☒ Higher Guest satisfaction

5. BOOSTS TEAM MORALE AND STORE CULTURE

Positivity is contagious. When one salesperson brings energy, it lifts the entire team. A store full of upbeat, helpful staff creates a winning environment for both guests and coworkers.

EFFECT:

- ☒ Increases overall team performance
- ☒ Lowers staff turnover
- ☒ Creates a "buzz" that draws people in

REAL RESULTS OVER TIME

Retailers who consistently promote a positive attitude often report:

- Higher average ticket sizes
- Faster closing times
- Stronger monthly sales performance



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!

RICK'S TIP OF THE MONTH

Guests may forget what you said, but they'll never forget how you made them feel. A positive attitude isn't just nice to have—it's one of the most profitable tools in retail.

Summertime may be busy with added events to everyone's schedule. Be sure to give yourself the needed rest and nutrition to be put your best foot forward everyday on the sales floor.

Come to work with your Positive attitude and make it a Great Day to serve and help every Guest . Every Guest Count