

# RICK'S SEPTEMBER 2025 NEWSLETTER

*Following up with guests in retail—especially in the furniture, appliance, and mattress business—is a powerful way to build relationships, close more sales, and increase repeat business. Here are the best follow-up strategies:*



## 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

By Following up with our Guests we build trust and confidence in their return visits and promote word of mouth promoting.

Always remember, view your guest as not only one purchase, but a lifetime of purchases. It's always easier to sell a previously satisfied guest. Remember you're building a business within a business. Make every guest count.

### 1. 24 Hour Thank You

A thank you should be delivered within a 24 hour period. This will help reassure not only the sale but give your guest the confidence that you are working for their best interest.

**How:** This can be achieved through text, voicemail, email or personal phone call. It is always important to ask your guest at the end of a sale which way they prefer for a follow up contact.

**Why it works:** By doing this you are building a lifetime of sales with your guest.

### 2. Quote or Estimate Follow-Up (1-2 Days Later)

**When to use:** If they left with a quote but haven't committed.

**How:**

"Hi [Guest Name], this is Rick (your name) just checking in on the sofa [product] we looked at together. It's still available, and I can hold it if you're interested."  
"Hi [Guest Name], this is Rick (your name), I did some more research and I found a product that would meet your needs in our warehouse. What would be the best day and time for you to come in to take a look at it? I can arrange for it to be on our floor.

**Why it works:** Keeps the conversation alive and by you reminding them of what they liked / and or were looking for / without pressure.

### 3. Follow up on Tag order Business

It is very important to keep your guest informed on the status of the product they have on order. For example: if a guests product takes 8 weeks to arrive, we should reach out to them at the 5 week mark and let them know we are following the order along and will keep them updated and informed of any changes. This will add credibility to you and the store always on top of the guests best interest.

**How:** Once again communicate in the form the guest indicated that they prefer ( call , text, email etc.)

**Why it works:** Keeps your guests informed and updated. More effective in keeping customers confidence and trust.

### 4. Delivery Follow-Up

**When to use:** After the product is delivered.

**How:**

"Hi [Guest Name], This is Rick (your name), I just wanted to check in—did your [item] arrive as expected? Are you happy with it?"

Invite a review or testimonial if they're satisfied.

**Why it works:** Boosts loyalty and opens the door to upsells or referrals. Also keeps you informed on the efficiency and care of your delivery team and the condition of which your product arrived to guest .

### 5. 30-60-90 Day Check-In

**When to use:** After delivery and set-up.

**How:**

"It's been about a month since you got your new mattress. Are you enjoying the benefits of the sleep set?"  
Recommend accessories (e.g., pillows, cleaners, or furniture add-ons).

**Why it works:** Reinforces guest care and gives you an opportunity to discuss future sales.

### 6. Promotions & VIP Offers

**When to use:** Monthly or quarterly.

**How:** Personalized messages when a sale or event is coming up.

Example: "Hi [Guest Name], my name is Rick (your name), I just wanted to give you early access to our customer appreciation event. There will be lots of new products , special financing as well as VIP pricing. Hope to see you there.

A great opportunity to remind a guest of an item they had been considering from a previous visit.

**Why it works:** Keeps you top of mind and rewards their loyalty.

### 7. Ask for a Review or Referral

**When to use:** After a successful delivery and positive experience.

**How:**

"Would you mind leaving a quick Google review? It really helps small businesses like ours."  
Offer a small thank-you (gift card, discount) for referrals.

**Why it works:** Builds trust and drives new traffic from happy customers.