

Daniel George

Interview with a Sales Representative

By: Nehemiah Cedillo

There are hundreds, even thousands of different suits sold from a large variety of options, such as quality, purpose, and fitting.

But what is it like to sell a suit? To explain its quality, its purpose, and if it'll be a good fit, both literally and occasionally?

Well, to help us understand these questions, Daniel George Custom Clothiers, a high-luxury custom and bespoke clothiers' company, agreed to give us an insight.

By none other than Daniel George himself.

The Questions

1. How did you get into the industry?

Since his childhood, Daniel George had very stylish parents, furthermore since is father usually dresses up for business. In turn, Daniel has been exposed to Men's styles and wears at an early age.

Using this early experience, he first enters directly into the industry as a Sales Specialist and Brand Ambassador in 1996 for Corneliani Suits.

2. When entering Custom Clothier Sales, what did you find challenging at first?

Technology.

Due to being exposed to Men's clothing from an early age, he didn't have many challenges entering the sales aspect of it.

Now, however, outside of sales, a challenge he has faced was more tech related and technical errors while running his own business, which have led to some difficulties and delays before.

Another challenge could sometimes be the clients themselves, where their build might conflict with their wants. More specifically, an example he has experienced are clients who are bodybuilders, where they are looking for a tight fit suit to show off, leading to problems of either finding the right fit, or size changes if they continue body building.

Additionally, could be attempting to talk clients out of specific options, such as if a suit material is considered too blue for an occasion.

3. When working with a client, what questions were the most difficult to answer?

Based on his experience, questions that can be more difficult to answer are mainly ones from a client who is overweight.

This can lead to difficulties attempting to create a fit suit or shirt.

4. What usually gets you motivated to sell a suit to a client?

Overall, the main thing that helps with motivation is the ability to represent Daniel George Custom Clothier's suits, in a variety of ways.

One of the main ways is by wearing the Suits made by Daniel George Custom Clothiers. Being able to represent, like a brand ambassador, the Daniel George clothing, and with this, being able to recommend different materials and colors over other available materials or colors, based on what the occasion is.

Adding on, it is also motivating to present Daniel George Clothiers through other presentations, more specifically, Books. Being able to utilize handbooks and displays of a variety of different materials to show comparisons and make suggestions of what would look the best based on the event or purpose.

Another aspect of this is the clients themselves. As long as both the clients and the clothiers show respect, the fittings and interactions are smooth sailing.

5. What top tools should every suit salesman have in Clothing Selling?

Knowledge.

Being able to tell and know different kinds of quality of materials and knowing how to measure are key important factors into being a Custom Clothiers Salesperson.

Furthermore, being able to address mistakes, as mistakes can occur, and letting clients know that associates can make mistakes, and know how to measure or fix a situation to best suit the client's needs and wants.

What are some pitfalls that you have experienced or seen as a Suit salesman, that a Customer Clothier salesman should watch out for?

Timelines.

Making sure that ordering a suit or clothing will sync up well within a certain timeline.

A prime example: A wedding deadline.

Say the groom orders a suit. The suit takes 9 weeks for it to arrive, henceforth, the suit should arrive **2 weeks** prior to the wedding.

The bride and groom end up leaving to Europe for the wedding **3 weeks** prior to the wedding.

Well, the groom didn't need the suit 2 weeks prior to the wedding, he needed it 3 weeks prior to the wedding.

6. In the Chicagoland area, there are several other Men's Suit stores, such as Zeglio, Jacob Young Custom Clothiers, Montopoli Custom Clothiers, and Balani.

Is it important to know what other Custom Clothiers / Competitions offer?

Yes. It is important as a Suits Salesman to know what each competition offers.

Being able to compare qualities of materials, and knowing price ranges based on suits and clothing from other competitors.

Another helpful tool to know Daniel George's materials vs others are image galleries.

Usually on a custom clothier's website, like Balani, there are image galleries displaying models and representing their clothing. By using these, it helps know what the competitors have the offer, as the image galleries help show what kind of quality and type of suits the competitors create.

However, outside of comparison, this is an additional reason to know the competitors.

That is when a sales person needs to recommend a competitor.

To clarify, if say timelines won't meet or Daniel George sales representatives are booked to the brim with clients, they might send a client to a competent competitor that they feel will get the job done well for a client.

7. In your website, it states that during measurements, about 25+ measurements for Custom Suits (Custom Clothing/Custom Suiting).

Other websites vary slightly in terms of measuring amounts.

In your experience, are there a handful of measurements that a Suits Salesman should master when measuring someone for a suit?

Important measurements to know would be how to measure the chest, the coat waist, and pants waist.

Though there are several more measurements that are equally as important, sometimes knowing a few measurements can help being able to determine other measurements.

Outside of this, a method, though not ideal, would be to figure out some measurements based on weight and height alone, although this is highly not recommended since proportions might vary based on each client, such as arm lengths, or disproportions in the body.