



LEADERS HOLDING CO.TM

Est. 1971

Closing Tools

What?

Leaders is a value leader who always strives to offer the most quality for the money. On occasion guests will ask for concessions before fully committing to a sale. When this situation arises and you are unable to overcome their hesitancy to purchase by highlighting the competitive advantages in the pyramid below then the sales team is empowered, without any additional approval, to offer the Closing Tools listed in the table under the “How” section below. These tools are intended to be used to help close a sale and not used as upfront selling tools at the beginning of a team members interaction with a guest.

Competitive Advantages Pyramid



How?

- ✓ All brands and products qualify.
- ✓ Use the “Subtotal” amount on a Sales Order, total price of product before taxes and delivery, to determine which offers you can extend to a guest if needed to close a sale.
- ✓ Offer one option at a time vs. explaining every option available.

Subtotal of Sales Order	Ownership Packet	10% off Accessories and Toss Pillows	12 Month Financing	36 Month Financing	Lifetime Free Ownership Support	Veterans Discount
\$1,000	✓	✓	✓	No	✓	50% off Accessory
\$2500	✓	✓	✓	No	✓	50% off Accessory
\$5000	✓	✓	✓	✓	✓	50% off Accessory

Accessories Included

- Wall Art
- Handicraft
- Wood Carvings
- Tabletop Accessories
- Fire Media
- Trees & Florals
- Lighting

Items NOT Included

- Umbrellas
- Umbrella Bases
- Towel and Shower trees
- Furniture Covers
- Rugs
- Small Tables (Nested Tables, Bookshelf, etc)