

Professional Salesmanship

1. Present yourself in a Professional manner:
 - Dressed according to Leader's dress code.
 - Greet within 10 seconds from 10 feet.
 - Be out of your seats and from behind the cash wrap when customers enter and are in the building.
 - Be pleasant and smile. Smiling with direct eye contact can positively impact how you are perceived by a customer.
2. LISTEN to learn.

- Match the customer's language to build rapport.
- Be confident and knowledgeable of all things leaders.
- Use proper grammar when speaking and writing.
- Be factual.
- Keep your narrative simple and accurate.

Display empathy while being helpful, grateful, thankful.

Overcoming Objections

1. "Is that your best price?"
 - Yes, I understand your concern, we don't mark things up to mark them down.
 - Yes, I understand your concern about the price, and I appreciate you being upfront about it. Let me explain why our furniture is worth every penny.
2. "I need to think about it."
 - I understand. Feel free to take as much time as you need. What specific information would be helpful for you in making your decision?
 - Of Course. It's important to feel confident in your choice. What aspects are you considering so I can provide you with more information?
3. "I need to talk with someone"
 - What information do you need to assist in your confirmation?
 - I understand, I'm happy to provide any resources you need for your discussion. What specific information would you like to share with them?
 - Absolutely. What features do you think they would find most interesting?
4. "I'm not ready to decide"
 - What's holding you back? What is the main thing keeping you from making a decision today?
 - OK, I can understand that. Let's go over any concerns you have. I want to make sure you have all the information you need to make the best decision for you.

The Just Looking Customer

1. Connect on a personal level- Make a Friend
 - Comment on your Customer's attire, weather, etc.
 - Joke with the Customer to get them to laugh.
2. What brought you in today?
 - Tv, Radio, Drive by?
 - On a mission?
3. Let them know your there to Help.
 - Give them your Name.
 - Make them feel comfortable.
 - Earn their trust.
4. Make it Fun.
 - Encourage them to try things out.
 - Encourage them to ask lots of questions.
5. Read and react to the Customer's Body Language.
 - Mirror the customer's actions
 - Don't approach in an aggressive manner- provide space.
 - Recover the area, fluff pillows etc. to not hover over the customer.

Building the Sale

1. Assume the Best – Offer the Complete Package
 - Show the whole collection- options and upgrades.
 - Fabric selections, umbrellas, all the extras
 - Help customers create the best space.
2. Offer services as Peace of Mind -present as a story.
 - Protection
 - Care & Maintenance
 - Delivery
 - Solutions
3. Use the Room Planner
 - Plan it out for them.
 - Fill the spaces-all their spaces- plants, side tables, rugs.
 - PDF to customer
4. Strip it down to Build it up.
 - Strip extras off your showroom collection to show the customer what they are buying.
 - Then Build back up and ask, "What do you want the finished products to be?"
5. Give the Customer "Store work" while you are building the Quote or Sale.
 - It's like homework, but at the store.
 - Encourage them to shop our Wall art and Accessories while you build the order.
 - Offer the Incentive to write a review and get the discount.

Language of Selling

The right language can help you connect with customers, reduce resistance, and close a sale smoothly.

1. Building Trust and Credibility.
 - Customers need to trust both you and the product.
 - Use clear and honest language to position yourself as a knowledgeable advisor. Relate the attributes of the product to their needs.
 2. Be Positive- Solution Focused
 - A positive, benefit- driven tone helps customers feel confident and excited about their purchase.
 - Use words that focus on benefits- like comfort, style, functionality.
 3. Using Empathy to Connect
 - Customers want to feel understood and reassured that the piece will fit their lifestyle and space.
 - Use words that reflect the customers priorities, whether it's comfort, style or durability.
 4. Validate the customer's choice.
 - A well-worded close leaves the customer confident and excited about their purchase.
 - Use optimistic, supportive language to validate their decision and offer assistance going forward.
- Selling furniture isn't just about showcasing products- it's about creating an experience. Thoughtful, positive, and empathetic language helps build trust, address concerns, and guide customers toward the perfect purchase.
- Customers don't just buy furniture; they buy confidence in your advice and excitement for their new piece.

Open Ended Questions

1. Ask 3 Questions before recommending or leading customers to collections.
2. Tell me about your space & how you use it.
 - Size
 - Area
 - Location
 - Occupancy – who uses it and how.
3. What do you like about your existing furniture?
 - Materials
 - Maintenance/Cleaning
 - Seating or Dining?
4. What is your Style and Color scheme?
 - Modern or contemporary?
 - Wicker/Poly Lumber/ Aluminum
 - Cushions/Slings
 - Color Do's and Don'ts
5. How soon do you need it?
 - Delivery Programs
 - Cushion Rush
 - 95% in stock
 - Commercial delivery assembled by us.

Sales Training Facilitators Guide

