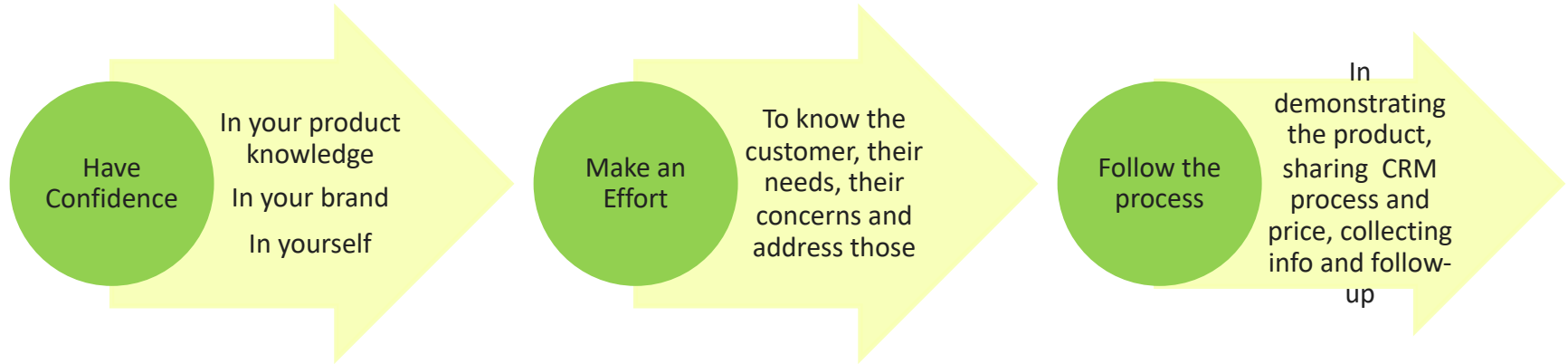


# Sales Success

# Sales Success hinges on ...



# Understand Customer Relationships

## Know the customer

- Don't talk about the product straightaway; let customers speak about themselves
- Ask them what they want, preferences

## Introduce the brand

- Condemn wood
- Showcase advantages of Bethliving and how it scores over wood / other local manufacturers

## Watch out for signs

- Share the preliminary design and quote
- If they are negotiating, they are connecting to the product and are interested
- Confirm design; check who else in their household needs to be agree; suggest for an online meet

# Follow the process

- Capture customer details and enter them in the CRM
- To call a sales as closed, 50% of the order value should be collected. This means that customer should confirm the design and pay the advance amount.
- To enable this, follow through with the customer even after token advance, get the measurement done, discuss the design and get a written confirmation.



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