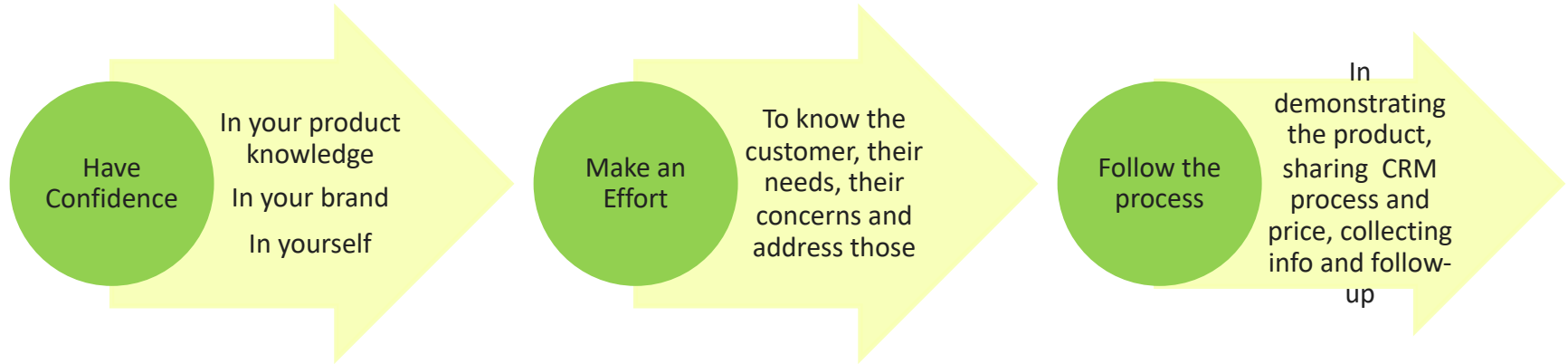


# Sales Success

# 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.



# Speed up the process

- Push for online meeting(s), as many as needed, to confirm the design
- Involve family members too
- Share success stories & testimonials so customers are comfortable with online meeting(s).
- Any one member can walk into the store if they want to physically see the product.



# Get the buy-in

- First, the customer must be comfortable with the sales person, the process and the design – in that order.
- Once this is achieved, then share the quote and ask for the advance.



# Follow up

- If time lapse from token advance goes up, be alert. Step up the follow-up to close the design (if required) or just a friendly follow-up for the status if the construction is at an early stage.
- The customers will be convinced that you are there for them, if you remember them.



Thank you