CVH Academy

solid wisdom for stronger sales



BROUGHT TO YOU BY CRYSTAL VALLEY HARDWOODS

Module **1015**

2 second insights

✓**Great salespeople earn a large share of their business from repeat customers.**

✓**Introduce yourself early: how long you've sold furniture and what your philosophy is.**

✓**Promise honesty. Tell customers when something won't work for them.**

✓**Advocate for the customer. Happy buyers bring referrals and positive reviews.**

Discover more CVH training guides, ask product questions, and access dealer resources on our dedicated Dealer Portal page at **CVHardwoods.com/DealerPortal.** Scan the QR code to check it out!

How to Sell Yourself!

Since there are only two types of customers, first-time buyers and "repeat" buyers, the mark of every great salesperson is that they do a very large percentage of their business with repeat customers. The very best salespeople know how to "sell themselves" as well as the merchandise! Here are some important things to share with customers early in the sale. It helps them know exactly who they are doing business with. If you give them some reference points about who you really are, they will immediately feel more comfortable with you.

You might explain how long you have been selling furniture or mattresses and what your philosophy is in assisting them. For example, if something wouldn't work best for them, you'll be very honest and tell them. It also helps to explain that you'll be giving them important insights they can't learn on the web or anywhere else. Your goal, you might add, is to help them so well that they'll want to become "customers for life!"

So make sure you live up to your promises and always "advocate on their behalf," because a sale made today that they'll be happy with goes a long way toward cementing their future business and referrals. Plus, they can create tons of other business by posting positive reviews!

© Scott Morris. Written exclusively for Crystal Valley Hardwoods by international furniture sales training expert Scott Morris, who draws on nearly five decades of experience as a sales trainer, store manager, and furniture salesman. More valuable training resources and FREE helpful downloads are available on Scott's website at **TheBestFurnitureSalesEver.com.**