CVH Academy

solid wisdom for stronger sales



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Module **1013**

2 second insights

✓Stand to the side of the dresser, not in front. Invite the customer to step up to the mirror.

✓Let customers pull the drawers and feel the finish. Hands-on use creates a sense of ownership.

✓Ask for feedback on every major feature: "Doesn't that feel smooth to you?"

✓Five minutes at the mirror means about a 60% chance of a sale. Personal use of the mirror raises it to about 80%.

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Give a "Riveting" Presentation

There is a big difference between simply learning product knowledge and knowing how to most effectively present it in person to store shoppers. We might compare it to the profession of acting. Many people read from the same script when auditioning for a part in a movie, and nearly everyone will fail to impress the director and producers. However, some who have had extensive acting lessons and experience will become finalists. One very special person may even go on to win an Academy Award for their riveting performance!

Here's how to make a "riveting presentation" on a bedroom set. No one will see it on the big screen, but your customers will be continually moved by it every time they look at their bedroom set at home!

First, never stand in front of the dresser. Always move to the side of it, and invite customers to move very close to the front of the dresser. Why? It allows them to assume "ownership" as they stand in front of the mirror and pull the drawers out, just as they would at home.

As they experience the drawers, explain how effortlessly they pull out and how sturdy the special drawer slide underneath is. It will hold up to 100 pounds! Mention the safety feature that stops the drawer so it won't come out if little ones are pulling on it. Have the customer feel the smooth finish of the drawer bottom and sides. Go into detail about the dovetailed joinery and all the other construction features that will make their purchase an "heirloom" possession. Have them slowly run their hand over the perfectly smooth dresser top, and always ask for their feedback on every major feature.

"Alice, doesn't the top feel really smooth to you? You know it takes a lot of extra hand rubbing at the factory to get it that way. But I think it's something you'd always appreciate, right?"

The longer Alice stands right in front of the mirror, the better. If she is in that position for 5 full minutes, your chance of landing the sale becomes about 60%. If she also begins to use the mirror to arrange her hair or do something else of a personal nature, it goes to about 80%! Therefore, it helps to direct her attention to the importance of getting the mirror, too.

"Getting the mirror will also reflect more light, making the room seem larger and providing more energy in the environment, which is great to have when getting ready for the day. Wouldn't you agree?"

All these presentation points and techniques cause Alice to "sell herself" emotionally and to subtly assume ownership. When she then decides and signs the credit agreement or writes out the check, she's actually handing you your Academy Award!

© 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.**