



BROUGHT TO YOU BY CRYSTAL VALLEY HARDWOODS

2nd insights

- ✓ Respect personal space. Set your physical distance according to the distance set by the shopper.
- ✓ Mirror their communication style: talkative customers may want conversation, while reserved customers may prefer concise guidance and fewer words.
- ✓ Match the customer's speaking pace—fast buyers may welcome energy; deliberate buyers need slower conversations and more time.
- ✓ Be aware that some people process information more slowly than others. Take cues from the customer, and slow down if necessary.

Know Their Social Style

You probably already have a good instinct for what we're going to cover in this module, especially if you've been in sales for a while.

On the topic of social style, the ability to sense your shopper's personal space and comfort zones is of primary concern.

Many customers are very friendly and talkative, and like to come close to you physically when speaking.

Others are just the opposite. They prefer to be several feet away, are more reserved, and often prefer much less verbal communication.

Be sure to mirror their body language, facial expressions, and pace of speaking. Everyone processes information at different rates. It's very important be mindful of every customer's unique comfort zones concerning all of these things.

So if you are a fast-talking person by nature, be sure to be mindful when you have a customer that feels more comfortable with a slower approach, and be sure to slow down!

© 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 www.thebestfurnituresever.com.

Discover more CVH training guides, ask product questions, and access dealer resources on our dedicated Dealer Portal page at CVHardwoods.com/DealerPortal or scan the QR code on the right.

