

CVH Academy

solid wisdom for stronger sales

BROUGHT TO YOU BY CRYSTAL VALLEY HARDWOODS



2nd insights

- ✓ Be ready to talk engagingly about any product for a full 20 minutes. Shoppers need about that long to make a decision.
- ✓ Don't wait for direct engagement if you're surrounded by customers. A strong presentation can sell to everyone listening.
- ✓ Practice on one product every day to build strong product fluency.
- ✓ Don't overthink your presentation. Just speak to answer all the questions that customers might possibly have about the product.
- ✓ End with a clear close that invites a positive decision: "What do you think?"

The Presentation Is What Pays You

A really good salesperson was making a presentation to a couple on a living room set, when four other couples who had just come into the store stopped to listen too. After the full presentation was finished the salesperson asked the seated couple, "Well, what do you think?"

They responded with, "We'll take it!" He started to get their information to begin the order, but then noticed that the other four couples were still standing there! So he went down the line, simply asking them the same question. All four of the other couples in turn gave him the same answer, "We'll take it too!"

The remarkable thing was that all of them had just come in, and hadn't even looked at anything else yet. Plus, the salesperson hadn't said one word to them during his presentation!

When another salesperson later asked how he was able to give such captivating sales presentations, he quickly replied, "You should be able to talk about every single piece of furniture in a captivating and engaging way for 20 minutes!" When asked, "Why?" he explained that it usually takes about that long for a shopper to make a decision.

It'll stretch your mind initially, but you can do it too. Here are some helpful hints and questions to guide you:

- What is it made of?
- How should you care for it, and can you easily fix and restore it?
- What additional, simple items might help prolong its use?
- What different areas of the house can it be used in?
- Who would likely benefit the most from its use?
- What occasions might it come in handy for?

When you actually do this exercise for something such as an end table, your mind will automatically utilize the same process for everything else in the store! Just spend a designated time on different items daily, engaging in this practice, and you'll quickly become a real presentation pro too!

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