

CVH Academy

solid wisdom for stronger sales

BROUGHT TO YOU BY CRYSTAL VALLEY HARDWOODS



2nd insights

- ✓ Ask: “What do you like most about it?” Let customers articulate the value themselves. It’s a positive question that gets them thinking about how the item would benefit them.
- ✓ Sell the benefit, not the build. A simple “easy to wipe clean” can beat a technical product explanation. Especially if the customer notices the benefit themselves!
- ✓ Take a moment to find as many of the product’s usable advantages as you can—even when quality, price, or specs invite objections.
- ✓ Don’t overtalk. One well-placed question can do more than a full product pitch.

You’re Really Going to Like This

Several years ago a furniture rep from a manufacturer convinced a major retailer to display a few bedroom sets on the floor that were made quite cheaply. They used a paper laminated finish, and very cheap wood composites for the drawer construction. The forty salespeople on the sales floor all refused to sell them, because of the poor quality.

After two months the rep returned to give the one-hour weekly sales meeting in the store’s lunchroom, where one of his dressers had been brought in. He simply began by asking, “**What do you LIKE most about this set?**” All the salespeople were stunned! Then the rep took out a wad of \$5 bills, and began peeling them back and counting them. He then repeated the very same question.

After about 30 seconds came the reply, “It’s easy to wipe up a spill on top.” The rep immediately went to that person and handed her one of the bills.

“What else do you like about it?”

Another said, “It’s easy to move because it’s lightweight.” That earned another \$5 bill! This process continued until the entire wad of bills was exhausted.

The rep never said one word about his product. The word LIKE prompted everyone in the room to sell themselves!

How effective was that meeting? Two months later the sales manager began the meeting with, “You guys are killing our bedroom sales. If you don’t stop selling only *those* sets I am going to have to take them off the floor!”

When that rep came back in everyone went to him immediately and followed him everywhere, even though he never gave them anything else. Take a page from his book when presenting to customers. After all, *there’s nothing not to like about LIKE!*

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