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Module **1007**

2nd insights

- ✓ Don't just sell a product—guide the customer through an experience.
- ✓ Invite customers to sit, touch, test, and inspect the product. Hands-on participation makes the experience more memorable
- ✓ Point out construction, comfort, function, and placement possibilities they may otherwise overlook.
- ✓ A few extra minutes of thoughtful guidance can create familiarity, confidence, and a better opportunity to earn the sale.



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Take Them on a Journey!

There's a better way to view your role and interaction with shoppers rather than simply "attempting to sell them." Trying to sell someone often brings to mind *you versus them*. A more appropriate way to look at your assistance to customers is *journeying* with them. This means you become their trusted friend and advisor, who will take them to places of exciting new understanding they never dreamed of!

You'll be creating a shared adventure where each new turn in their understanding is validated by their full participation. It's a personally guided experience, such that they will be exploring brand-new territories they've never encountered during anyone else's selling process! The entire journey will allow each of you to bond much better, as you truly become close partners during your guided tour!

Let's use presenting a coffee table and end tables as an example. First, invite them to feel the smoothness of the finish. Then have them relate to you how easily the drawer pulls out. Have them feel the inside of the drawer, and compare it to cheaper ones made with medium-density fiber board with an inexpensive wrapped-paper finish. Have them push down rather forcefully to experience the sturdiness of the tops of the tables, and have them lift up one end a little to feel its weight, and how solid it is.

Let them follow you all around the tables to view them from the sides, in order to view their backs and profiles. You may even want to turn one table on its side to show them how well the bottom is built, as well as the legs, and the quality of the joinery.

Pull the coffee table away from the front of the sofa (if it's in front of one), and let the customer see the dramatic difference it makes without it there. Mention some of the very useful conveniences it provides in front of a sofa, and discuss the dramatic difference it makes in the total look and overall feel of the room setting.

You might also suggest a third end table (or even more) to be placed in an entryway, or in front of a window with a lamp on top, or between two chairs to form a perfect, matching "conversation area" in the same room, or even another room!

So now you're probably thinking, "Why go through all these extra little steps and procedures?" The answer is this: greater familiarity has a tendency to generate even more "likeability." It also creates more confidence in one's ability to make a truly informed and therefore sound decision!

This means that the 3 short minutes or so you spent doing that, rather than just standing idly nearby, dramatically increased your chances of getting that sale today!

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