

CVH Academy

solid wisdom for stronger sales

BROUGHT TO YOU BY CRYSTAL VALLEY HARDWOODS



Module **1008**

2nd insights

✓ First-time buyers matter, but repeat customers are often the foundation of a successful salesperson's business.

✓ Customers return when they remember a helpful, friendly experience—not simply a product or price.

✓ Build rapport and provide practical usage insights that shoppers cannot get from a website alone.

✓ Excellent service can lead to repeat visits, positive reviews, personal referrals, and more presold traffic.

The 2 Types of Customers

There are a lot of different ways in which to typify your store's customers. Perhaps the most basic of all is simply *first-time* buyers and *repeat* buyers.

The mark of every outstanding furniture store salesperson is that a large percentage of their business always comes from their previous buyers. Those who are repeat buyers are usually much easier to sell to and usually purchase on their first return visit. This also causes their salesperson's close ratio to be the highest within the store, along with having the highest monthly volume.

How do such salespeople routinely accomplish this? Journeying with shoppers, as explained in training module 1007, is one of the ways. The best way to summarize their overall effectiveness is that they never fail to establish great rapport, to provide lots of additional help their shoppers won't find on the store's website, and to give them key usage insights they'll cherish forever.

The sum total of it all produces an outstanding experience that will always cause customers to remember both the store and that particular salesperson's helpful friendliness every time they think of buying new furniture.

However, that's only the beginning of the payoff! Reviews left on sites and personal recommendations to family, friends, neighbors, and co-workers ensure an endless stream of presold traffic. Happy selling!

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