



BROUGHT TO YOU BY CRYSTAL VALLEY HARDWOODS

Module **1011**

2nd insights

✓ A simple binder of protection plans, credit offers, and design aids makes you look prepared and professional.

✓ Add a color wheel and graph paper. Customers can pick finishes and sketch their room with you on the spot.

✓ Include photos of best-selling throws, pillows, and lamps. They make add-on sales easy.

✓ Preparation sets you apart. A well-organized binder shows customers you care more than your competition does.

Your Handy Sales Binder

It is both very professional and convenient for salespeople and their customers to have access to the following information in a timely and readily accessible format. A simple large binder is all that is needed. It provides an ideal place for all the following, which can then be presented at the proper times to a customer. Such helpful items could include:

- Protection plan brochures and pricing
- Information about current credit plans and store promotions
- An inexpensive color wheel (invented by Isaac Newton!) to assist them in selecting the colors, and therefore the best finishes, of the furniture and complementary accessories
- Some graph paper for sketching their room
- A picture of the various types of joinery used in furniture
- The Janka hardness scale for wood
- A quick delivery checklist to help ensure things go smoothly for everyone who will be involved in it

Plus, there's certainly a host of others you may think of as well, such as furniture catalogs or links to them, accessory catalogs, and even some handy pictures of the store's best-selling throws, accent pillows, and lamps to make it a lot easier for customers to just add them on! Add anything else you might wish to convey, such as your store's history, warranties, service policies, and so on.

Your goal should be not only to properly inform every customer as easily as possible, but also to set you and your store apart by demonstrating your extensive helpful concerns and much superior preparation and organization that'll put your competition to shame!

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