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Module **1010**

2nd insights

✓ Every room has three personalities: the empty space, the furniture, and the personal finishing touches. Name all three for the customer.

✓ Open with “How would you like to feel in this room?” It shifts the sale from products to the customer’s goal.

✓ Quality furniture lasts for decades, so take extra time to offer options that aren’t on your showroom floor.

✓ Teach shoppers something they’ve never heard before. A fresh insight grabs attention faster than any product pitch.



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The 3 Personalities of Every Room

The art of customer engagement on a retail level always involves portraying helpful insights shoppers have never encountered. Here’s such an example, one that never fails to command their attention. “Betty, did you know that every room of your home has three distinct personalities? Nearly every shopper doesn’t, and knowing them helps to create the ideal look you’d like to achieve!” Simply then proceed to explain the following:

The first is the room itself, with nothing in it at all. It creates a feel of its own when you’re standing in it. Is it large, with high ceilings and lots of windows and sunlight? Perhaps it’s just the opposite, with low ceilings, very limited floor space, and small windows. The colors of the walls and flooring also contribute to its overall vacant feel.

The second personality appears with the addition of the furniture. It provides a style statement, one that is greatly enhanced by all the colors, textures, and finishes of the exact pieces you select.

The third personality emerges once you select all the finishing touches that make the room an extension of your own personality. Such things as are important only to you and your family, like family pictures and mementos, trophies and awards, distinctive lighting and accessories, and preferred thematic embellishments, are what turn the stark rooms in your house into your cherished home!

So let’s begin by simply asking, “How would you like to feel when in this room?” Why is that such an important initial question? It helps you to show them, for example, the tables that would go the very best with their home, and it encourages you to take the extra time to offer them various selections that might not currently be in your showroom. It pays to remember that if they are buying quality tables, they will have them for a very long time. So they really do need your considerable help to ensure they get it all right the first time!

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