

CVH Academy

solid wisdom for stronger sales

BROUGHT TO YOU BY CRYSTAL VALLEY HARDWOODS



2nd Insights

✓ Ask yourself what are creative ways a shopper might use an end table or coffee table?

✓ Mentally tour your own home and imagine the unique ways you would use a (fill in the blank) in each room. Make a list of potential use cases for each product.

✓ Present alternative use cases as questions. "Ever find yourself digging through a pile by the front door, looking for gloves and scarves? A nightstand also makes a beautiful little foyer closet."

✓ Pointing out the flexibility of a piece increases perceived value and eases the shopper's nagging fear that the item won't have long-term benefits.

✓ Focus on one item and create two or three compelling 'alternative uses' for it. Then make a habit of mentioning these 'extra' benefits to shoppers.

3 Extremely Versatile Pieces

There are three surprisingly versatile furniture items that few shoppers know enough about. That's why you should make the effort to inform them — helping them get more usage out of each piece and more value out of their hard-earned dollars.

The first is the dining chair. It's the perfect seating solution for extra guests in the living room, a great dressing chair for the bedroom, and a nice addition to almost any corner. For someone who has difficulty getting up, an armed dining chair can be genuinely helpful. It's also a practical piece near an entrance for taking shoes on and off — and much more.

The second is the dining bench. It works beautifully at the foot of a bed, provides extra seating for guests in any room, tucks neatly along a wall or under a window, and fits naturally in a home's entryway or mudroom.

The third is the nightstand. Beyond the bedroom it offers convenient storage in a closet, makes a striking statement near a front entrance — ideal for storing hats, gloves, and scarves — and pairs beautifully with a mirror above and a lamp on top. It can fill out a corner nicely in a dining room or living room, and is the perfect piece to place between two chairs in a small conversation area.

One of the most common regrets shoppers express after a move is that they didn't go ahead and get those nightstands when they had the chance — only to find they now have the perfect space for them beside the bed. Advocate on their behalf. Encourage them to add the nightstands now.

© Scott Morris Written exclusively for Crystal Valley Hardwoods by international furniture sales training expert Scott Morris, who draws on nearly five decades of experience as a sales trainer, store manager, and furniture salesman. More valuable training resources and FREE helpful downloads are available on Scott's website at www.thebestfurnituresever.com

Discover more CVH training guides, ask product questions, and access dealer resources on our dedicated Dealer Portal page at CVHardwoods.com/DealerPortal or scan the QR code on the right.

