



BROUGHT TO YOU BY CRYSTAL VALLEY HARDWOODS

2nd insights

✓ Use stories to create emotional connection to your selling points.

✓ Ask your favorite AI search engine questions like, "Give me 5 strange facts about cherry wood." Choose the one you like best and use it the next time you sell a cherry end table.

✓ Cool stories are everywhere. Here are some topics related to Crystal Valley Hardwood products:

*sustainable forestry
American hardwoods
Amish craftsmanship
history of end tables
famous coffee tables
history of mission style*

✓ Everyone loves stories so become a good story teller and entertain customers with creative selling points.

✓ Make sure no one leaves the store without at least one cool fact running around in their head.

Tell Stories They'll Remember

Rather than simply providing a shopper with basic product knowledge, also give them something about a feature that's emotionally riveting. If, for example, the set you're presenting has dovetailed joints, while your customer is checking out the drawer, also explain:

"Cathy, this is dovetail construction, the very strongest joinery of all. In fact, they discovered items still standing within the pyramids made with it over 3,500 years ago! If you spent \$20,000 on a bedroom set, this is how the drawers would be made. It not only allows you to enjoy it for an entire lifetime, but it can easily become an heirloom purchase — one that would be treasured by future generations!"

"This remarkable joinery is also so strong it has saved innumerable lives. How? Lighthouses used to routinely go down in bad weather, taking the lives of those inside, but also those at sea who depended on them. Once builders decided to make lighthouse joinery out of dovetailing, hardly a lighthouse has gone down!"

When selling to customers there's a host of historically significant stories that will cause them to remember both you and the enlightening experience you provided. You might try searching topics such as the history of dining chairs, mirrors, desk chairs, and so on. The lesson here is that you should appeal not only to their intellect through basic product knowledge, but also provide them an unforgettable emotional experience they won't get anywhere else!

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