



Business Builder

Tips & Techniques to Help Your Business Grow

Five Simple Selling Lessons for Employees

A large percentage of stores don't give much training to their employees on how to sell to customers. Here's five simple steps that will help your salespeople close more sales:

1. **Greet the Customer.** The minute your customer enters your store, they should be greeted— no matter what. Your employees should stop everything to welcome shoppers to your store.
2. **Determine the Customer's Needs.** Avoid saying, "May I help you?" 99% of the time your customers response will be, "No, I'm just looking." Instead, try feeling out your customers needs by asking information gathering questions such as, "Isn't that a beautiful sweater? Can I help you find your size?" And then listen— most customers will tell you what they are looking for if you are not too pushy.
3. **Present the Merchandise.** After you determine what they are looking for, take your customer right to it. Don't just give them directions. Let the customer examine the merchandise and then listen. They'll usually voice their concerns or questions.
4. **Overcome Objections.** Don't be argumentative. Again, listen carefully and answer any issues one at a time. Is it the price, or the wrong color? Whatever the objection, address it fully and resolve it.
5. **Close the Sale/Add Ons.** Don't forget, you have to ask for the sale. Ask is you can ring it up and compliment them on their purchase. Then, you should suggest add-ons or additional merchandise before ringing up the sale— suggest additional merchandise that will complement their purchase or point out items in your store that are newly arrived or may be on sale.

If you want to make more money, spend time training your employees how to sell!

For more business tips, visit our website
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