

Step 1 - Greet the Customer

You need to know HOW to greet every customer and welcome them into your store, shop or showroom. You must ensure they are greeted in a friendly manner that opens up a conversation. It is extremely important to ask the right type of questions to start a conversation. Build rapport by making the customer feel welcomed and comfortable in your environment.

Step 2 - Ask KEY Questions

You need to know HOW to ask probing questions with the 80/20 rule. You need to do 20% of the talking by asking open-ended questions and 80% of the listening to identify your customer's needs.

If the customer is engaged in an open conversation with you, then the customer will feel that you are interested in their needs as opposed to a transactional sale. Based on this, the customer will have high intentions of buying a product or service from you.

Step 3 - Qualify the Customer

Qualification – This is a must!

- Is the customer looking for a purchase for themselves?
- Is it for personal, business or a trade use?
- Is there anyone else who needs to be involved in the decision making process? Can they buy today?
- You need to qualify exactly what the customer is looking for and how soon they want to make the purchase. If a customer has made the effort to walk into your store, shop or showroom, there is intention to make a purchase. The big question is "WHEN?" and this is what you need to qualify.

Step 4 - Know Your Products and Services

Based on information gathered from the customer, you must demonstrate your expertise with product knowledge. It is extremely important you know how to sell the Features and Benefits / Added Value of your products and services back to the customer. You have

7-Step Sales Process Retail Business

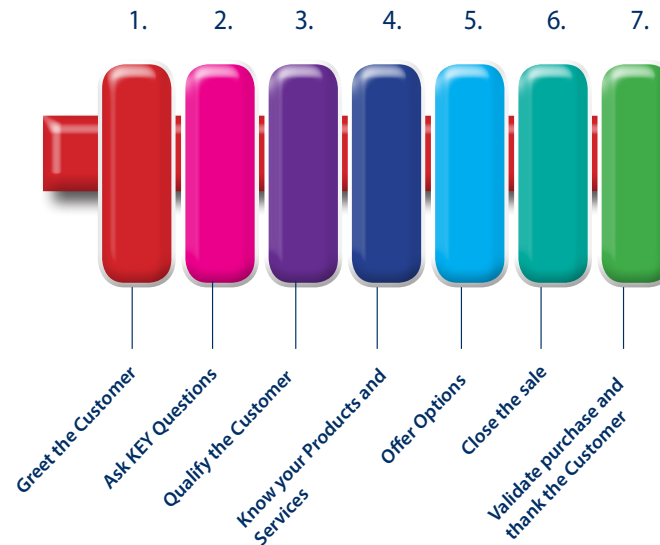
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to present and demonstrate with confidence. The customer is looking for a solution, so sell back to their requirements / needs so you WIN them over.

Step 5 - Offer Options

Now let's look at what additional options you can offer the customer – e.g. cross selling, up-selling



better quality or accessory items – and don't forget any value-added items such as extra services or warranty. You must attempt to lead the customer and demonstrate ways to excite the customer with additional items / value-added options! Customers love bundles in today's world.

Step 6 - Close the Sale

Now the closing techniques come into play – soft, alternative and hard closes must be used to engage the customer and confirm their decision to close the sale.

- Soft Close** – E.g. "Is this the right product you're looking for?"
- Alternative** – E.g. "Which model do you prefer, Model A or Model B?"
- Hard** – E.g. "Would you like me to take this to the counter for you now?" or "Would you like me to arrange delivery?"
- If all positive, then go for **Assumptive Close!** E.g. "Based on what you have told me, let me get this organised for you now!"

Step 7 - Validate Purchase and Thank the Customer

Validate the purchase and congratulate the customer on their decision. Remember to ask the customer, "Is there anything else we can do for you today?" Over-service the customer so they come back.

Thank them for shopping at your store, shop, or showroom, and encourage them to come back or call if they have any concerns or questions.



For more information, call Key Business Advisors 1300 4 ADVICE