



RETAIL SALES TIPS – A PROFITABLE SALE HAS NINE STEPS

Profitable selling in a service-focused store is based on uncovering customers' needs and matching products to them.

The sales associate who is likely to succeed in such a demanding environment is typically outgoing, with a healthy ego and a positive attitude. This you cannot teach. But you can teach selling skills that create lasting customer relationships and increase sales. In addition to knowing (about) the steps, most people will need extensive practice to master the skills that make up the steps of a successful sale. This kind of selling is not "pushy". It is based on customer needs and thorough product knowledge. The key skill is uncovering the needs. After mastering their style, a sales associate does not need awkward "closing tricks". Instead, the sale almost closes itself because the customer has found what he or she truly needs.

In this style of selling, the "sale" is the lasting relationship

with the customer. The ring of the cash register is like the successful landing of an airplane flight. While crucial to the total experience, the landing is only one part of it.

While every sale will not have nine steps – and the steps will not be done in the same order every time – knowing the steps thoroughly and being aware of them in each situation is crucial.

The first step is the greeting, followed by needs determination. This is the step where the skill of using open-ended questions is important.



Next, the sales associate matches consumers' needs to a product using product knowledge. To exceed the customers' expectations and augment the purchase, the sales associate now suggest additional products, perhaps providing an opportunity to trade up to a better product.

Next the sales associate addresses customer objections and closes the sales. He or she then works at maximizing the last moment and providing after-sale service that continues right through the next greeting.

9 STEPS OF THE SALES

1. The Greeting
2. Needs Determination
3. Product Knowledge
4. Suggestion selling
5. Trading up
6. Answering questions
7. The Close
8. Maximizing the Last Moment
9. After-sale Service

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