



SHANE DECKER ON SALES STRATEGIES

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KEEP THAT SALE GOING

HOW AN OLD-FASHIONED SALES SLIP CAN HELP YOU ADD ON.

Remember sales slips? Way back before personal computers were invented, we used sales slips to write up sales and repairs.

Nowadays, as soon as a salesperson sells an item, she spins and walks toward the point-of-sale system. This tells the client that the presentation is over.

I've said it before and I'll say it again: Clients quit buying when you quit selling. On the other hand, a physical sales slip allows you to keep the sale going and make add-on sales.

When I started in the industry, 40 percent of all sales included an add-on sale. Today, if you don't count beads, less than 5 percent of tickets include an add-on. Most sales associates feel that if they try for an add-on, they'll lose the first item sold. That's nothing more than a lack of self-confidence. It's your job to keep selling until the client indicates that she's done, and not before. So never turn and walk away from the client!

Use the Open Ticket Method instead. Order some paper sales slips that are beautiful, classy, expensive-looking and include your store logo as well as your address and phone number. They should have a place for the client's name, address, email and cell phone number. It must also have a lot of lines on it so that you can keep adding on items.

Start by writing the client's contact info on it, then on one of the sales lines, write down the first item sold. In the right-hand column, write down the price of that item. *Do not calculate or write down the tax, and do not write a total amount owed. This keeps the ticket open.*

When you write down the first item, you've confirmed the sale — you're not going to lose it — so proceed with confidence. Now, slide the ticket over to your left (the client's right), tilt it



slightly, and lay the pen on top. Clients see the pen on top and realize the sale isn't over. Now, you have the opportunity to show a second or third item. For each item you add on, write it down (remember, no line, no tax ... just keep adding).

The client will tell you when she's done. And you don't have to be pushy to add on! Just say, "We have the matching ..." or "Wait until you see what goes with this." Or a great one when they come in during the holidays: "How many others are on your list?"

When the client has indicated that she's ready to check out, *now* go to the point-of-sale entry. Type in all the information from your sales slip and print the client a professional receipt. Shred your handwritten sales slip after you've entered any additional information you'll need for follow-up with the client.

If 50 percent of your sales slips in one year have an add-on sale, your store's overall sales increase will be approximately 20 percent. So please don't walk away. Keep your sale going!

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