



SHANE DECKER ON SALES STRATEGIES

SHANE DECKER has provided sales training for more than 3,000 stores worldwide. Contact him at (719) 488-4077 or at ex-sell-ence.com.

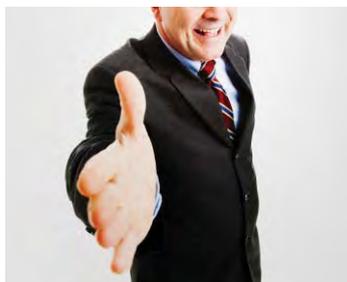
IT'S ALL ABOUT YOU

A SALESPERSON IS A STORE'S NO. 1 ASSET

In any sales presentation, there are always three things sold: The salesperson, the store and the product. As important as the store and the product are, your success as a salesperson starts and ends with you.

To all the salespeople reading this: You are your company's No. 1 asset. When clients don't come back to the store, it's usually because of a problem with the salesperson. The most important thing we do is give clients an experience they cannot get elsewhere, and the critical ingredient is the relationship you build with them.

That relationship starts in the first five seconds when you give the client three things: A greeting, a smile and acknowledgement. A client will decide in the first 30 seconds whether they will give you their money. They judge us very quickly. Unfortunately, too many clients walk through the door and back out without ever even being



clients — why don't you quit and keep your attitude at home so your family can enjoy it?

After an enthusiastic greeting, your next requirement is self-confidence. Know everything about your product, including gemological and brand details, be able to handle objections with speed and accuracy, and know how to close, add on and wow clients. Your self-confidence goes a long way toward providing the client with self-confidence, and that comes from reassuring him that it's OK to spend his money with you.

is what builds trust with clients. If you've been selling for a long time in the same location and have waited on a lot of clients, and few of them ask for you when they come back, something is wrong. Maybe they think you're too aggressive or they don't trust you.

To avoid that impression, always sell with integrity. Professional attire is also important — shined shoes, no skin showing, and manicured nails. I feel our industry has gotten really sloppy in this area. As a professional, you have to do the proper follow up, including thank-you cards, texts or email, whichever your client prefers.

Finally, and most important, you have to bring passion and synergy to the workplace every day. Passion is a love you have for something that is so strong and intense that the client can feel it. Synergy is enthusiasm, leadership and being a motivator. This attitude is transferable from you to the client.

So rather than, "Oh brother, here comes a battery client. You handle him," it should be an honor to wait on everyone. When your fellow salesperson is struggling with a sale, step up, be a leader and help him. And don't be a customer pig! When clients see this happen, it makes for a very uncomfortable buying experience (if they do buy).

What are you bringing to the sales floor? There are 8 million unemployed people who would love to have your job. You have the opportunity to give each client an experience they'll remember and talk about for a long time to come. So be awesome and have fun!

If you've got a bad attitude about selling to certain types of customers, why don't you quit and let your family enjoy your attitude?

acknowledged. Many times, I have opened the door to a business, spun around and walked right back out. It's not about the merchandise, the lighting or the interior design — it's how the sales team made me feel when I walked in. A lot of beautiful high-end stores have snooty sales staff. If you've got a bad attitude about selling — or about selling to certain types of

That means you have to ask the proper questions and really listen to the client's answers. And remember: The merchandise can't give the client an experience until you get it in his hand. Too many clients have nothing in their hands the entire time they're in the store — especially watch battery clients, who stand around doing nothing.

Next, your professionalism

FRESH IDEAS TO BETTER YOUR BUSINESS

TIPS SALES FLOOR



→ HORRIBLE BOSSES

A study done by Georgetown University's McDonough School of Business found that one in four workers admitted being uncivil to customers or colleagues because their "bosses are rude." The manager's poor behavior was in turn attributed to stress or an attempt to create distance — to show everyone who's boss. If that's you, you may want to rethink your approach; you're creating a hostile environment that hurts staff morale and your business.

→ BENEFITS, NOT FEATURES

One of the reasons people are more reckless with credit cards than cash is because they feel free to focus on product benefits and pay less attention to costs, according to a study by the University of Kansas. Similarly, ads or sales presentations that avoided product attributes and focused instead on narrative or sexual imagery and other emotional triggers led to significantly less activation of the rational thought centers. "When marketing bypasses these parts of the brain, (shoppers) are likely to make impulsive decisions," said the study's author.

→ LUNCH ROULETTE



If you have a big staff that doesn't communicate well, try "lunch roulette" — a game developed

by drugmaker Boehringer Ingelheim. All staff select a day when they are free for lunch, then click a "Match Me" button, and a lunch date with another worker is emailed to their inbox (numbers in a hat would work just as well). "Both can learn something from the other," researcher Sylvia Ann Hewlett, told the *Harvard Business Review*. "Lunch roulette not only produces unexpected pairings but often sparks unexpected conversations," she says.