



Selling Skills



Expansion Masters



Pre-requisites for selling

Know Prices by Memory

- it increases consumer confidence in you
- You can show relevant price range
- You look professional
- It saves time

Know the Competition

- Helps compare & offer value in terms of pricing, range and quality
- Enables quicker decisions
- Never bad-mouth them though

Know the Product

- you will be able to show pride in your product
- Technical soundness assures sale
- Allows you to suggest alternatives / add-ons

Walk the Store

- become aware of product arrivals
- pay heed to maintenance & housekeeping issues
- you can spot and correct merchandise displays

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'Saptapadi' of Selling



(I) Opening the Sale (Build a relationship with the customer)

(II) Probing (Find out what the customer wants and why they want it)

(III) Demonstration (Describe the features of the product and create a desire of ownership in the customer)

(IV) Trial Close (Add on)

v) Handling Objections

(VI) Closing the sale

(VII) Confirmation and Invitation

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(I) Opening a Sale



If you greet a customer with a business line (like "May I help you"), then you will most likely get a resistant response such as "No Thanks, I'm just looking".

Opening Lines must have nothing to do with business. Opening Lines must be creative, unique and special enough to start a conversation.

Signals to watch for to help you personalize your remarks :

- ◊ Children
- ◊ Personalized clothing
- ◊ Cars
- ◊ Current Events
- ◊ Holidays

Working with a partner, try and write out 21 non-business opening lines

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Transition
shifting to talk Business

The most effective transition
question is :

"What brings you into our
store today?"

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(II) Probing



Most Salespeople can find what the customer wants; but it takes a real professional to find out what the customer's real personal motivation for wanting it is.

Use Open-Ended Questions

Closed-ended	Open-ended
Do you want casual or formal wear ?	Which style do you prefer ?
Do you like blue or yellow ?	What color do you prefer to wear ?
May I help you ?	How can I help you ?



(III) Demonstration



The information which you gathered in Probing sets you up for a successful demonstration.

As value goes up, price resistance comes down.

Features never sell the merchandise – benefits do

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Product Knowledge



Use words to express; not impress

F-eature : Choose one feature that stands out or is important about the item.

A-dvantage : is the explanatory bridge between the feature and benefit. It is the reason for having the feature versus not having the feature.

B-enefit : gives reasons to buy by telling what the advantage will do for the customer.

G-rabber : prompts the customer to agree that the benefit is valuable to them. Simple restate the benefit as a question to gain customer's agreement.

Give examples.....spend time here



- ◇ A Feature describes some characteristic of a product or service.
 - ◇ Features are easy to spot.

For eg: "This is a mercerized polo pique Tee",

To the Customer: "So what?"

- ◇ To show **how** a characteristic or Feature can be used or applied is called the Advantage

For eg: Mercerization straightens the cotton fibre to give it a smooth & uniform appearance with a high lustre. It also makes the product long lasting.

- ◇ Benefits describe how a Feature or Advantage of a product can meet a specific need the buyer might have for that product.

ALWAYS TALK BENEFITS



(IV) Trial Close



Most Customers want to see how they look when wearing clothes before buying them (make them try it, if they are buying for themselves).

Your presentation is not complete until you have asked your customer to buy.

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Close the Sale by Adding on....



(V) Handling Objections

CA's to exhibit "Listening" skills while handling objections
CA's will ensure that they are giving the proper solutions to the customers on queries

"Sheczzar Exchange Policy" to be adhered by all CA's at all times

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(VI) Closing the Sale

For every 100 sales presentations, the following %ages are true :

- ◇ 20% of the time, the salesperson asks the customer to buy
- ◇ 20% of the time, the customer says – “I will take it”, on his/her own
- ◇ 60% of the time no attempt is made to close the sale

The professional salesperson does not ask “Will they buy?”, *but* “How much will they buy?”

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“You don't close a sale, you open a relationship if you want to build a long-term, successful enterprise”



Closing the Sale(contd)



Buying Signals

To understand buying signals, first note that they generally come 'after value' has been established

1. Can I get it delivered right away ?
2. How long did you say that warranty is ?
3. How long will it take for alteration ?
4. I think it looks great; What do you think ?
5. Do you make it in smaller/larger size ?
6. How is this style doing; Have you sold much of this before ? Is it very popular ?

Try and pen down others which you may think of It will help you remember and practice the closing better.

Discount request : If your customer is insisting on a 'deal' or 'discount', s/he should be told in a courteous manner that you have never the practice of inflating the price of your merchandise and therefore cannot offer a discount.



(VI) Confirmations & Invitations

Cementing the Sale :

1. Use the customer's name (personalize)
2. Confirm why the purchase is a wise one. Give full credit to the customer for his/her decision.
3. Invite the customer back to see 'you'

Building Personal Trade :

1. Send a personal, handwritten thank-you note to every customer after each sale
2. Make a follow-up phone call or send a note
3. Send FYI type of literature which the customer would find interesting
4. Send a Birthday card to the customer or for the merchandise you sold

end with – "Should you have any questions at all, just give me a call. I will be glad to help out"