Info Sheet – Retail Selling Guidelines

Here are some guidelines to lift the bar on your sales and customer service.

1. Acknowledge all Customers (aim for under 60 seconds)
2. Re-approach using non business related opening lines

Never say “can I help you?” Use open ended questions starting with Who, What, Where, How, Why etc. ….. e.g. “have you been in here before?” or “How was the parking” etc.

1. Ask 4 questions on their needs

What are you using it for? How often will you be using it?

This helps establish rapport and lets you know what else to suggest

1. Demonstrate using triplicate of choice

This is very important because often one will not be right option. Now you can offer them an alternative and find the one that most closely suits their needs.

1. FAB – Features Advantages Benefit: do 3 on each of above

Have 3 FABs for each of the articles that you have selected (these should be itemised on a list for each product and learnt by the sales team)

1. Attempt to sell an additional product – are 2 of the above choices sellable e.g. for another person (provide incentive if applicable).

Trial close with “how does that fit with what you had in mind?”

1. Close the sale by asking them to buy

This should be easy after establishing rapport through all your questions and FABs. After they are happy with ensuring the product will suit their needs, close by saying; “So will you take that one then” or “So will you take this one or that one”.

1. Offer add on sale with every sale with “we recommend you use this with your purchase which will help your X last longer, look better, be more convenient etc. This is change of emphasis from selling to demonstrating how the add-on will help and is done after the main purchasing decision has been made.
2. “Stop” – make sure you have all the details correct for the sale of the product in terms of checking quality and paperwork.
3. Invite every customer to join a mailing list – sell the benefits of being on the mailing list e.g. They will get 4 exclusive offers every year with vouchers and birthday cards with free X etc.
4. Thank customer and farewell.