

Five Star Selling

Participant's Guide

PREVIEW

STAR ONE

Greet the Customer

- acknowledge every customer immediately
 - establish eye contact
- approach your customer with a verbal greeting

STAR TWO

Determine His or Her Needs

- use open ended questions
- keep control of the sale
 - lead the customer
 - show choices

STAR THREE

Present Merchandise

- use the process of elimination
- show merchandise that you feel your customer would like
 - show coordinating items or accessories
 - know your products

STAR FOUR

Validate the Selection

- verify the customer is fully satisfied
- encourage your customers to try on the merchandise

STAR FIVE

Close the Sale

- continue showing merchandise
- show a “keep it in mind” item
- thank your customer for the business

PREVIEW

ABOUT THIS TRAINING PROGRAM

Five Star Selling provides participants with an insight into maximizing every sale by focusing on truly listening to the customer and building a multiple item sale based on the customer's needs and likes.

Today, more than ever, the biggest advantage one organization can have over another is its employees. This program offers participants an opportunity to develop and enhance their customer service and selling techniques by examining a host of vignettes and testimonials focusing on the basic principles of customer service.

Without these principles, many organizations will continue to provide the same "non service" that everyone else offers. By studying the video and this companion workbook, participants will have the opportunity to practice each of these principles and learn to go beyond what the customer expects, and turn new customers into *repeat* customers.

PARTICIPANT'S GUIDE

- Summarizes each of the principles in the video
- Provides practical approaches for applying the strategies and techniques presented in the video
- Offers participants three avenues for learning reinforcement:
 - *Discussion Starters*
 - *Written Exercises*
 - *Role Playing Scenarios*

GREET THE CUSTOMER

Discussion Starters:

1. When a customer enters your store, why is it important to focus 100% of your efforts on that customer?
2. Making a customer feel comfortable is crucial to a successful transaction. Eye contact is an integral part of creating a comfort level. What other non-verbal actions might be appropriate? What might make a customer feel UN-comfortable?
3. Discuss the many verbal greetings demonstrated in the video. What works for YOU? A greeting must never sound forced.

Written Exercises:

1. As a **customer**, what are some of the typical frustrations you personally encounter when shopping?

2. Why is it important to acknowledge customers from the moment they enter your store?

3. As a **customer**, what level of customer service do **you** expect from sales associates?

4. What level of customer service do you provide for your customers? Give some specific examples.

5. Do you provide the same level of service to each customer? Why or why not?

Role Playing Scenario:

Who: One customer; One sales associate

Where: Your store or place of business

Goal: Turn the following potential problem into a sale by using appropriate open ended questions.

A customer enters the store and begins looking around for a specific item, obviously not successful in his or her search. The customer becomes increasingly frustrated as the search continues. Sensing the customer's frustration, the sales associate approaches the customer to provide assistance. Unfortunately, the customer doesn't know the exact size, item, or part needed, because he or she forgot to write down the information.

Notes:

DETERMINE HIS OR HER NEEDS

Discussion Starters:

1. What is the difference between an open ended question and a closed ended question?
2. You are always on a fact finding mission with your customers. What do they like, and what don't they like? Listening to the customer is essential, but you must keep control of the sale. What does it mean to **you** to keep control of the sale, and why is it beneficial to the customer as well?
3. Showing choices is essential. How many choices are appropriate in your line of business? How many choices would be overwhelming for a customer? And what techniques will you use to make sure you are showing the **appropriate** choices for that customer?

Written Exercises:

1. What are three examples of open ended questions that relate to the products or services you offer?

2. As a sales associate, do you feel you should spend more time **talking** or **listening**? Why?

3. As a **customer**, what are some of the frustrations **you** encounter when shopping for merchandise at other stores?

4. What steps do you take on a regular basis to be familiar with all the products in all areas of your store? Why is this important?

5. Remember, you may have very different tastes or needs from your customer. What questions do you use to help determine what the customer really is looking for?

Role Playing Scenario:

- Who:* One customer; One sales associate
Where: Your store or place of business
Goal: Use open ended questions and choices to help the customer find the exact item he or she is looking for.

A customer wishes to buy a new suit for an event. The customer is somewhat wary of salespeople, and is hesitant to say what he/she is looking for. By using a general overview of the store and using carefully selected open-ended questions, get the customer to open up and tell you what he/she is looking for. Remember, asking open ended questions is not being pushy. It's really providing a service to the customer.

Notes: _____

PRESENT MERCHANDISE

Discussion Starters:

1. How does product knowledge relate to the products you offer?
How does product knowledge relate to the services you offer?
2. You want to show merchandise that you feel your customer would like. If you've taken the time to ask open ended questions (as described in the previous step), this should be no problem. How, then, will you use this knowledge to select options to present to your customer?
3. Sometimes a customer only wants one item. Sometimes a customer might be interested in many coordinating items or accessories. When should you show additional items, and when should you not?

Written Exercises:

1. What are three accessories you might show with a digital camera?

2. What are three accessories you might show with a man's suit?

3. If a customer asks you a question about a product (technical specifications, or washing instructions, for example), and you are unsure of the answer, what should you do?

4. If a customer truly wishes to be left alone to browse for a while, what are some appropriate responses?

5. A customer seems attached to an item which you know is less appropriate to the customer's needs than another item. But you don't want to offend your customer. What should you do?

Role Playing Scenario:

- Who:* One customer; One sales associate
Where: Your store or place of business
Goal: Help the customer in the following situation decide on at least one item by presenting choices and asking additional open-ended questions

The sales associate tries to identify and understand a customer's needs. Unfortunately, the customer isn't too sure what he or she wants. The customer knows only the occasion, event, or situation for which he or she is shopping.

Notes:

VALIDATE THE SELECTION

Discussion Starters:

1. What are some of the advantages to the customer of your asking if the customer is satisfied with the products he/she has selected? What are the benefits to **you**?
2. If your store has fitting rooms, what are some of the advantages of encouraging a customer to try on the selected items before purchasing them?
3. What are some of the ways you can use the validation process to present additional merchandise?

Written Exercises:

1. Without validating the selection, what might be the result for the customer?

2. Without validating the selection, what might be the result for you as a sales associate?

3. One validating question is "Have you found everything you need?" What are a couple of other validating questions?

Role Playing Scenario:

Who: One customer; One sales associate

Where: Your store or place of business

Goal: Convince a customer to try on the selected merchandise.

A sales associate has helped a customer select three pairs of pants, a shirt, and a sweater. The customer is pressed for time, and would rather not try on the merchandise. Without offending the customer, encourage him or her to try on some of the items in order to ensure a good fit.

Notes:

PREVIEW

CLOSE THE SALE

Discussion Starters:

1. If you've done a thorough job of finding out what the customer wants, and presenting appropriate choices, the customer will probably buy from you. How do you turn a positive reaction to an item into a sale?
2. Even though you may have closed on some items, you want to continue showing merchandise. What is a good transition from a "close" into a continued merchandise presentation?
3. Who's job is it to say when the sale is over?

Written Exercises:

1. A close is a confirmation of the customer's desire to buy. What are some of the phrases you use to express that confirmation?

2. What might you say to transition from a close on one item into a presentation of possible accessories for that item?

3. What is a "keep in mind" item, and why is important to present one to every customer?

4. Saying "Thank you" is mandatory! What else can you do to show a customer you truly appreciate his or her business?

5. What are some of the specific promotions you use at your store when wrapping a sale (for example: gift cards, customer clubs, etc.)

Role Playing Scenario:

- Who:* One customer; One sales associate
Where: Your store or place of business
Goal: Show accessories to an item once the customer has decided to purchase that item.

A customer has selected an item (digital camera, for example) he wishes to purchase. You have now closed on that item, meaning, you both have an understanding that the customer will be buying that item. Role play the transition from the "close" into the presentation of additional accessories for that item.

Notes: _____

