

From Zero to A Million

Top selling RSAs do things the others won't. They make more calls, learn more about their product, and know the sales process front to back. Here are some steps you can take early in your path to become one of the best.

Go through the CRM – Every customer who comes in the store gets entered in our CRM. Most will have notes of what the customer was looking for. Leads that haven't been correctly followed up with or who were put in under an RSA who no longer works here are fair game to whomever wants to call them. Develop a plan before every call. Top writers understand this is a numbers game and do not let the customers who tell them no affect their mentality about the next call.

Use Furniture Wizard - There are many ways you can use the information in Furniture Wizard to improve your business. The number one way to do that is going through old quotes either from yourself or ex-employees and following up on those! Printing the GAP/DISC product lists or the SPIFF list and then using super search to find customers to match those products is also super effective!

Financing Open to Buy Lists – Synchrony and Wells Fargo are our top tier Zero Percent interest finance companies. They provide us with a list of our customers who have available credit to buy. These are great leads because these customers already have an open account with us and have money available to finance. Check their previous invoices and quotes before you call and try to make the call about something else they need based on their other purchases. Our LTO companies also provide options to see open contracts, so make sure to take full advantage of all of them!

Look Through Dispatch Track – When furniture is delivered by Mr. Movers they take pictures of all of the items on delivery. This is a great way to get a look at the customer's home and suggest other products for purchase. You're looking for opportunities to add to the space. Do they have bare walls or floors? Is lighting an issue? You can suggest products like rugs, art, end tables, lamps, etc.

Post on Social Media – Make sure EVERYONE on your social media lists know where you work and the services you offer. We have RSAs who do most of their business based off of their social media posts. Make sure you post any new sale we're having or any new markdown products we offer. Along with this it is also important to keep your social media clear of controversial items. Anytime our store pages post something, take the time to share it to your personal social media sites like Facebook, Instagram, or your stories there! Make sure to prompt those people to ASK FOR YOU specifically!

Hand Out Gift Cards & Door Hangers – We keep these on hand for all RSAs. Write your name on them and hand them out to everyone you can. Stop in businesses and give them stacks of gift cards and hang the door hangers throughout neighborhoods. There is no limit to the amount of gift cards or door hangers you can give out, so if you want some just ask! One great way to incorporate gift cards is during your CRM follow-up calls. If you are a few calls in, tell them that they have won a gift card and need to come see you in store to pick it up!

Get Google Reviews – Our text message system lets you send the link directly to your customer for them to leave you a review on Google. We have a huge Google presence that is searched by a large number of customers. It's important that the people who leave you a review put YOUR name in it so when other potential customers search us they'll see a name they can come in and ask for.

Ask For Referrals - The number one way to grow your business in sales is through referrals, but make sure to take advantage of the number one referral method you have - your family and friends! When asking your family and friends for referrals don't be shy! For example, "Uncle Tom, you know if I'm working at Gambles now? So, if you know anyone looking for furniture I would love for you to give them my information so I can help!" Give them ideas on who to suggest to like anyone moving, getting married (or divorced), having a baby, or remodeling their house! And you can bring up by mentioning one of our giveback programs! Customers love to shop mattresses with us when they know about our Buy A Bed, Give A Bed program! Always make sure at the end of your interactions with customers in the store you remind them to mention your name to the people they know who could use your services!

Dress to Impress – Dressing professionally at work sends the message that you are serious about the work you do. Your first impression can either help you build instant credibility or could cost you credibility with a customer. Top sellers always look professional even in a casual environment like ours. "It's not what you have, it's how you present it!"

Blogs and Video - Making your own blogs and videos of our product and showing off how much you know is an excellent way to build your own business. Posting on topics such as best sellers, your favorite products, mattresses, or how our financing works all are excellent choices! LinkedIn, YouTube, Pinterest, and funny videos on TikTok all can move the needle in the right direction!

Post on Facebook Marketplace - Take our hot buys and post them online! Make sure to tell people where you work and to call you! Use your personal accounts for this that way they call and ask for YOU! Doesn't matter if you're posting the same thing as someone else, everything we have is always first come, first serve! GAP/DISC stuff does really well here, so take advantage!

Set Appointments

The key to the success of several of the items on this list is setting appointments. Whether calling from an open to buy list or from your CRM, setting appointments with customers is how you can get an early commitment from them to buy from YOU. If a customer takes time out of their day to meet you at the store, it's the best buying signal you can get! ALWAYS ask for an appointment when calling customers. This will also make sure you have time blocked off for a specific customer where you don't run the risk of being with a walk-in customer when your customer comes in.