

GH

Sales Training Manual

2025

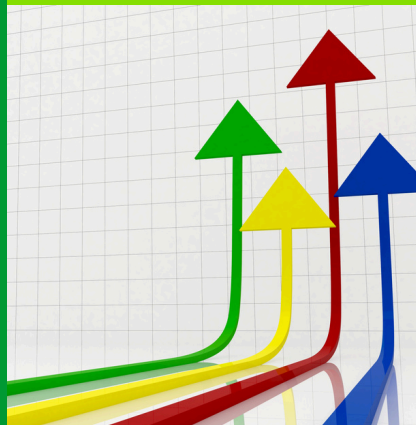


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Welcome to GH Brands



Welcome to the GH Brands family!

We are a local, family owned and operated business from here in Northeast Arkansas! We were founded by my parents, Dan and Wanda, in 1990 in a tiny 6,000 square foot store in the historic downtown of Manila, Arkansas.

Since then, we have grown year after year by doing the right thing for our customers and treating our employees like family. One thing I strive for is our company's vision statement which I read daily: "Furnishing lives by looking forward and giving back!" I personally think that it is so important to help the community that helps us!

We all believe here that a win-win-win culture is important for everyone! This is where our great customers win, our tremendous employees win, and lastly the company wins.

So, we are delighted that you have joined our brand! You will be a great asset to our team, and we look forward to a positive employment relationship. There is always much to learn on a new job, not only about the work, but also about our culture and organization's processes. We want you to know that we are all anxious to see you succeed and there will be plenty of opportunity for you to learn and grow with our wonderful company.

So, on behalf of all of our employees, leadership, and myself, welcome to our great team!

Sincerely, Chris Gamble



Welcome to the first step of your journey with GH Brands as a valued member of our sales team! I'm thrilled to have you here and excited about the impact you're going to make. Whether this is your first role in sales or you're adding to an already impressive career, this manual is your gateway to mastering the art and science of selling within our organization.

We believe sales isn't just about closing deals. It's about building relationships, solving problems, and delivering value. It's about embodying our core values: being hardworking, trustworthy, and community-focused; striving for continuous improvement; and, of course, winning. Every step you take in this manual reflects these principles, guiding you toward success not just for our company but for yourself as well.

This manual is packed with proven strategies and practical tips, but let me share a key insight upfront: knowledge alone isn't enough. The real magic happens when you apply what you learn. So, as you read through these pages, approach them with an open mind and a commitment to action. Try the techniques, practice the scripts, and lean into the challenges. Growth comes from doing, and I promise you'll find support every step of the way.

I've been in your shoes, starting out, unsure of what to expect. I've also experienced the immense pride that comes from nailing a pitch, helping a customer, and surpassing a goal. Sales is a journey filled with highs and lessons, and this manual is designed to make those highs more frequent and those lessons more impactful. You've got what it takes—or you wouldn't be here—and I'm confident this guide will help you unlock your full potential.

As you dive in, remember this: we're in this together. You're part of a team that's rooting for your success and ready to help when you need it. Don't hesitate to reach out, ask questions, and share your wins (big or small). Your success is our success, and I can't wait to celebrate your achievements.

So, take a deep breath, dive into the manual, and start building your foundation. The journey might not always be easy, but I guarantee it will be worth it.

Here's to your growth, your success, and an incredible future with Gamble's!

Let's go win together.

Drew Kellums, Jocelyn Price, Spencer Vaughn

Our Mission

To create a unique shopping experience that is built on value, integrity, respect, and trust. GH Brands wants to be the best furniture retailer, not the biggest.

Our Vision

"Furnishing lives by looking forward and giving back" - Chris Gamble



GH Culture Commitment

"DO SHARKS COMPLAIN ABOUT MONDAY? NO. THEY'RE UP EARLY. BITING STUFF. CHASING SHIT. BEING SCARY - REMINDING EVERYONE THEY'RE A FUCKING SHARK."

CORE VALUES

HARDWORKING

This has been a core value for us and has not and will not change. It is what sets us apart from the competition because we do the things that others won't and go the extra mile every time in all we do.

WINS

We do things at GH Brands to ensure that you, your customer, and our company wins. We train more than most companies to ensure that you win by being prepared when you step in front of a customer so that you know how to close the sale and earn more money. Your customer wins by finding exactly what they want and having a salesperson that genuinely cares and makes sure they have the best experience. And the company wins last in revenue and growth.

CONTINUOUS IMPROVEMENT

It is a major part of GH Brands. We want to be better tomorrow than we are today and so we strive to do so.

COMMUNITY FOCUSED

Our Gamble Gives Back program has made a difference in our communities in many ways. We strive to leave our community a better place than what we found it. Some of our top giveback programs include Buy A Bed, Give A Bed, where we give children in need a place to sleep, the GH Backpack Program, the GH Toy Drive, and Beds for the Brave.



A few of our giveback programs include: GH Backpack Drive, GH Toy Drive, Buy a bed, give a bed. We strive to leave our community a better place than what we found it and so we try in every way to give back when we can!

TRUSTWORTHY

Beyond being a hard worker, the characteristic of trustworthiness is of utmost importance. A trustworthy employee is one that is honest with themselves, the customer, and the company. They are the same at work, at home, and everywhere else; they don't pretend to be someone else. Trustworthy people are reliable, responsible, accountable, and resourceful.

CUSTOMER FIRST

Everything we do is to provide an uncompromising shopping experience for our customers. From the non-business greeting when they first step in our stores to the call they receive to follow up after the delivery, is all designed to provide customer satisfaction and therefore retention.

GH CREED

I CAME HERE TODAY TO IMPROVE AT MY JOB.

I WILL BE ENGAGED.

I WILL ACTIVELY LISTEN.

I WILL PARTICIPATE.

I WILL LEARN.

AND BY DOING SO, I WILL ENSURE THAT MY CUSTOMER, MY COMPANY AND I ALL WIN.

I, _____ understand and agree with the GH Culture Commitment and will strive to uphold all that entails while working for GH Brands.

Fundamental Beliefs

Win - Win - Win

Everything we do is created for everyone to WIN! Our customers, our employees, and finally the company.

Think Sustainably

With high standards, accountability, and integrity, we strive to make decisions that last longer than we do.

Keep it Real

We cultivate authentic relationships by building trust and exceeding expectations.

Continuous Learning and Innovation

We work to grow as a company and build individual capacities.

Make an Impact

Our goal is to leave people in our community better than we found them.

Customer Experience Platform

1. Provide EVERY customer with an uncompromising shopping experience that is without compare.
2. Honest and transparent communication of expectations.
3. Following through with the customer after the sale is the GH way.



Selling Platform



1. Your job as a member of our sales team is NOT to decide whether or not a customer will buy today, but your job IS to bring them to the point of making a buying decision today!
2. Embrace the reality of the experience, all the potential negative interactions, and still follow the selling process.
3. Do the right things right, and your feelings will catch up.
4. Set proper expectations for the customer with lead times, quality, product attributes, service levels, and EVERYTHING else!

Customer Experience Disciplines

1. Get Personal: The Greeting
2. Discovering Opportunities: Draw the Room
3. Presenting Product Solutions
4. Giving a Child in Need a New Mattress
5. Building the Ticket: The Secrets to Financing
6. Giving Your Customer Peace of Mind
7. Go for it! The Easy Way!
8. Customer Relationship Building and Follow Through

GH Training Creed

I came here today to improve at my
job!

I will be engaged!

I will actively listen!

I will participate!

I will learn!

And by doing so, I will ensure that my
customer, my company, and I all

WIN!

Chapter 1 - Discipline 1

Get Personal: The Greeting



"You never get a second chance to make a first impression"

The Customer Experience & Being Customer Ready

It's your turn. Are you ready? One of my favorite quotes is from Eckhart Tolle and he says "Wherever you are, be there totally." To be successful not just in our company, but in life you must be ENGAGED, Present, and READY! Too many times sales are missed right at the jump because we aren't ready to engage with our customer, not properly focused, and not present. When we fail to approach the customer with this mindset, we are too easily knocked off course and we lose control.

So the question then is, how do we make sure we are doing all of those things?

Be where you are supposed to be when you're up!

Free yourself from distractions. Leave your personal life at the door, because that customer came here because she wants something new! She is excited and you have to match that energy!

Have your tools! Make sure you've got paper, pen, clipboard, etc!

SMILE! Smiles bring smiles in return! People want to be around happy people! It's also harder for us to be rude or dismissive to someone who is smiling. It's the universal language! A smile is a smile in every language on the planet!

GH 10-ft Rule! We want to be known as a friendly, engaging, and welcoming place to be. With this in mind, whenever you pass within that 10-ft bubble of a customer make eye contact, smile, and say hey!

The Five Goals of the Greeting

- Connect Personally and Positively
- Begin to Gather Information
- Gain Control
- Earn the Right to Hang Out
- Leave the Greeting to Show Product



Greet with Purpose

This is the single most important piece of our entire selling process! Please understand the gravity of executing this step at the highest level! If we don't greet properly and set ourselves up for success from the jump, the whole rest of this manual doesn't even matter. Lock it in, and let's go!

Lead with Non-Business Greeting

Often, customers entering your doors have already stereotyped you as just another salesperson that wants to sell them something. Human nature causes us to pay that back by stereotyping them in return! We too often throw customers in the category of "one of THOSE" customers. No one wins in this game of "Stereotype Standoff". To get through your customer's guard, we have to break that stereotype! The best way to do that is by doing something non-stereotypical! Thus, we introduce the non-business greeting!

The whole point here is to talk about ANYTHING that isn't business related! This includes things like kids, cars, sports, school affiliations, clothing, jewelry, or the weather just to name a few!

Once you've made fast friends with your customer by breaking those guards down using the non-business greeting, there are 3 questions that are up next!

The Magic Questions

The very next thing you need to do is question number 1 - "My name is ____, what is your name?"

There is power in the exchange of names! It turns you from "salesperson X" into "Mandi" or "Ashley". A real person! Once you've humanized yourself, it is so much more difficult for your customers to be dismissive!

People also love to hear their name! I worked in radio for a while early in my sales career, and that industry spent a lot of money on research into the science behind hearing your name. It's one of the single most impactful things on earth for a human! Hearing your name causes the brain to release the chemicals responsible for trust, happiness, joy, and confidence!

"Do you live here in ____"

You're ultimately using this to find some common ground and conversation. Maybe they're from somewhere way out of town or from a small town you know! This is an easy way to have some more relationship building conversation that doesn't revolve around business.

This also lets us find out sometimes if the customer has recently moved, recently relocated, or nothing at all which could lead us exactly to the big WHY they are here for!

"What project are you working on?"

We don't ask that you say certain things a certain way very often, but this is ABSOLUTELY one of those things. Do not deviate from this EXACT question!

This is a more professional way to ask that dreaded "What are ya lookin for?" question that almost ALWAYS runs into the "just looking" wall.

This setup delivers your customer to a place where it's so much more difficult to throw out that canned "just looking" response. It leads them to give you an actual answer!

It is so important to not stray from asking these three questions early even if the customer tells you exactly what they are looking for! The reason is because it helps you truly connect and engage with your customers! Which is critical for our continued success!

Customer Regard

High

These are customers that really like you! They're warm, ready to buy, and want your help now! Stay very actively engaged with them!

Transition into Discipline 2!

Fair

We know we more than likely have some work to do with these customers. Spend more time building rapport.

The VAST majority of your customers fall into this category! Stay engaged and make friends as you start to transition into Discipline 2!

Poor

The adamant just looking customer. "The hand" or sometimes worse.

First step is to make sure we use the techniques in the "Just Looking" section on the next page to try to overcome it!

Sometimes we do have to let this customer go, but that does NOT mean disengage from them! You'll use the "Release and Reapproach" techniques on the next page!

Owning and Embracing “Just Looking”

Acknowledge and Spin

The most important thing to remember when it comes to “Just Looking” is that THEY ARE GOING TO SAY IT. You are going to hear this MULTIPLE times a day. I PROMISE. Just accept that now so you can prepare for it!

This is nothing personal, it’s simply a learned response that’s almost instinctual. You probably say the same thing when you go into places even though you are very much planning on buying something! I know I do! It’s going to happen!

Now that you’ve accepted that they are going to tell you this, what do we say back?

There are a few options, but remember that the end goal is to essentially brush this response off and keep moving forward. My favorite is to respond with something as simple as “That’s great! That’s where the process starts! So what project are you working on?”

Or something like “That’s great! Have you been to our store before? We have a unique layout we’re really proud of! What project are you working on so I can point you the right way?”

The idea here is just to acknowledge that they said it, and then spin right around it and move on in our process. Your response will likely adjust slightly based on how soon and how aggressive they are with their “just looking”, but this premise stays the same!

Owning and Embracing “Just Looking”

Release and Reapproach

If that customer is truly adamant about just looking, it could be time to let them go! The secret here though is that we are still staying engaged with those customers, and it is YOUR decision to let them go not theirs! If you've already tried to acknowledge and spin their response, and they are still wanting to look without you make sure you say something to this effect:

“Hey, I totally get it! That’s no problem at all, I’ll let you look around and I will be back to touch base with you shortly!”

This does a couple things for you:

YOU are LETTING them look around, so you maintain control this way
You have already told them that you are going to be talking to them again, so that will not come as a surprise later!

While you are “letting that customer go” it is important that you are still visually engaged with that customer! LISTEN with your eyes! Take mental note of the things they are pausing at, touching, sitting on, etc! You will be able to pull so much information from them just by watching!

When the time comes, make sure you reapproach that customer with PURPOSE! Just like our greeting’s initial purpose, we need to make sure we use this as an opportunity to continue to lower our customer’s guards! Avoid those stereotypical approaches like “Y’all still okay?” or “Any questions yet?” because, remember, we don’t want to come across as stereotypical sales people! Those questions are too easy for them to just say “no” to and move on! Instead, use the information you’ve gathered by staying visually engaged! Here are some examples:

When they sit on something and they are lingering, hit them with “I see you’ve found the fan favorite!” and let the conversation flow from there.

If they’re not sitting on something, but really are spending some time at it, something like “You can sit on it you know! It’s one of the most comfortable sofas here!”

The goal is to let the customers know you are still there and engaged with them, and just want to have a conversation so that you can help them with their needs!

Final Keys to a Successful Greeting Recap:



Be READY

Smile!

Expect “Just Looking”

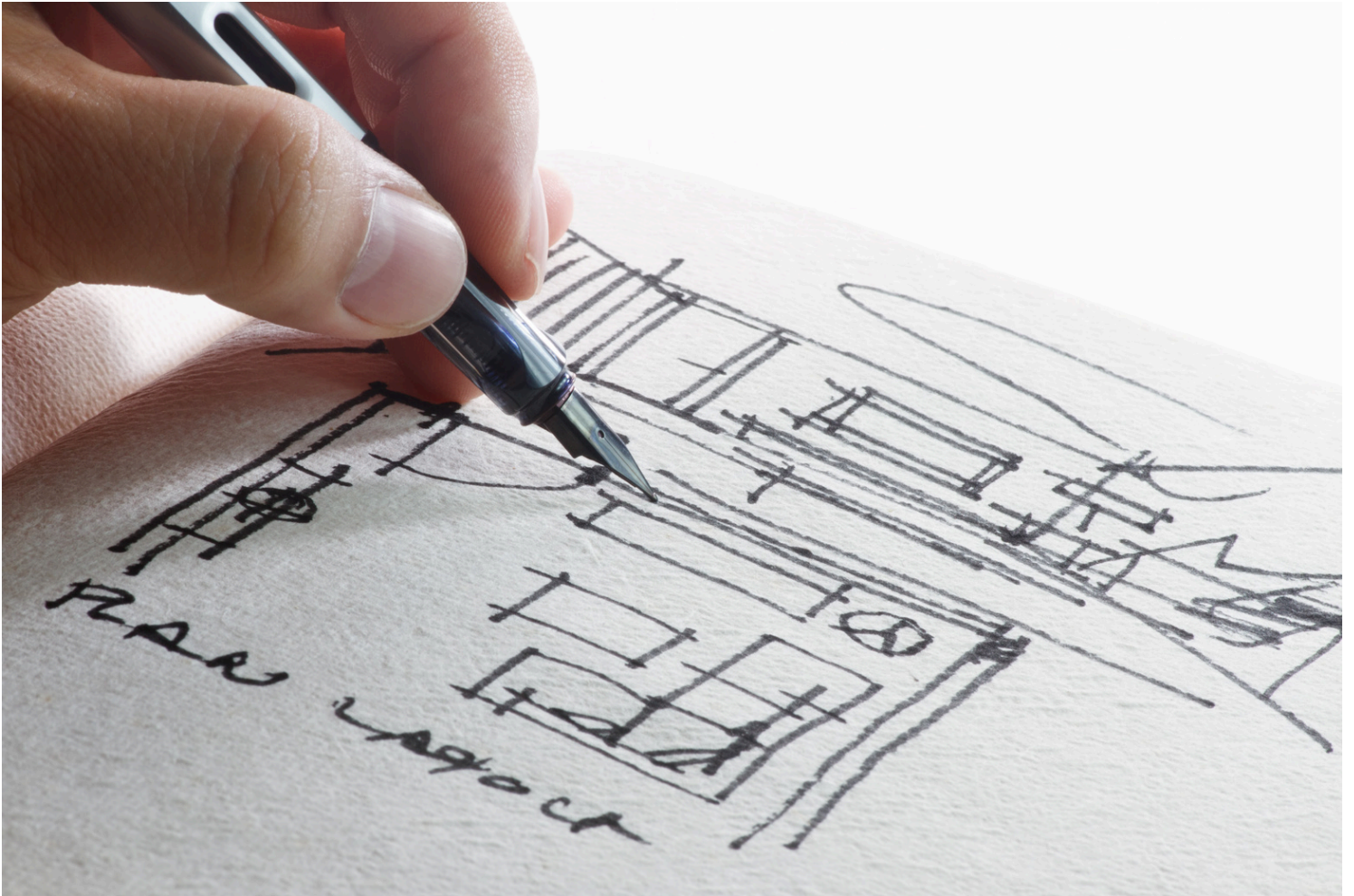
Non-Business is King

Give your name and get theirs

Take control, and STAY in control

Chapter 2 - Discipline 2

Discovering Opportunities: Draw the Room



Drawing the room is the single largest communication tool you have in your arsenal! It's the one thing that changes EVERYTHING in your business!

Find your moment and **DRAW THE ROOM!**

If your customers have told you a room or product, then it's time to draw the room!

Like we said about your product question, there are very few things in this manual that we ask that you say a certain way. This is the other one!

When the time comes, ask "Is your room square or rectangle?"

Whatever they answer, draw that square or rectangle on a sheet of paper! Make sure it's large enough to see and use, but not so big you can't draw two of them on the same sheet of paper! About half the paper is the goal!

Ask the first question like "Where's the front door?" or "Where are your doors and windows?" and then hand your customer the paper and pen to have THEM draw out their room!

You want to continue to ask questions about the room to really have your customer give you a complete idea of what is going on in their space. Make sure to ask questions about any empty spaces they've left, where their tv is at, fire place or built in cabinets, rugs and tables too.

After you have completed this project together, take back the room drawing and take notes about the room like wall color, floor color and type, notate things in the room if needed, etc.

Draw the Room - The Why?

During this exercise with your customer you should also be asking questions about your customer's lifestyle!

It's at this time to figure out how they intend to do life in the space they are working with you on!

Do they entertain?

Do they have pets?

Kids?

Bachelor?

Large family?

Poker nights?

Tupperware parties?

You get the idea.

Our goal then should be to draw a second iteration of their room where you and the customer collaborate to outfit their dream space!

Embrace the power of positive suggestion!

This is the number one communication tool we have. We've done test after test after test in our organization, and the math continues to workout the same. When we draw the room we sell about **2.5x more furniture to 2.5x more people**.

Your close rate, average ticket, AND be back business will grow exponentially.

7 Things That Happen When You Draw the Room:

Totally open and honest communication and real time feedback.

The customer brings you into their home in your minds.

You transform from “salesperson” to someone who is helping them achieve their dream space.

You learn everything about their layout, lifestyle, and needs.

You increase your credibility exponentially.

It slows your customer down giving you more time to influence.

It reduces the chances of “need to measure” greater than any other method.

Drawing the room is also the best:

Discovery tool
Ticket building tool
Confidence building tool
Closing tool
Future business tool
Accuracy tool
Credibility tool
Way to have fun doing the job!!

You will sell stuff without drawing the room, but when you draw your rooms at a high clip, those sales will be larger and they WILL happen more often for you!

Chapter 3 - Discipline 3

Presenting Product Solutions



It's often said the first part of the sale is a fact FINDING mission and the second part is a fact GIVING mission. By using your knowledge of product, process, offers, etc, you influence the outcome that both you and you customer want!

Great Presentations: Feature vs. Benefit

Keys to a great presentation:

Know your product and features:

Construction

Styles

Uses

Options

Procurement

Demonstrate the BENEFITS, don't just pitch features!

Give 2 benefits per feature!

Feature: What a product DOES

Benefit: What a product does FOR YOU

It's important to get your customers to sit, use, operate, touch, and lie down on their future products!

It allows them to begin to take that so important mental ownership!

Customers are exponentially more likely to remember your presentation, and you, through demonstration!

Great Presentations: Possessive Language

It's important to PRE-Suade your customer as much as possible along the way through your sale! Use possessive language like:

"You are going to love YOUR new furniture!"

"Go ahead and sit down on YOUR new sofa!"

"Just lay here on YOUR new mattress!"

The whole idea here is to endear yourself and your product to your customer in order to influence them positively with language like:

"Mr. Vaughn, there is what I'm going to do for YOU."

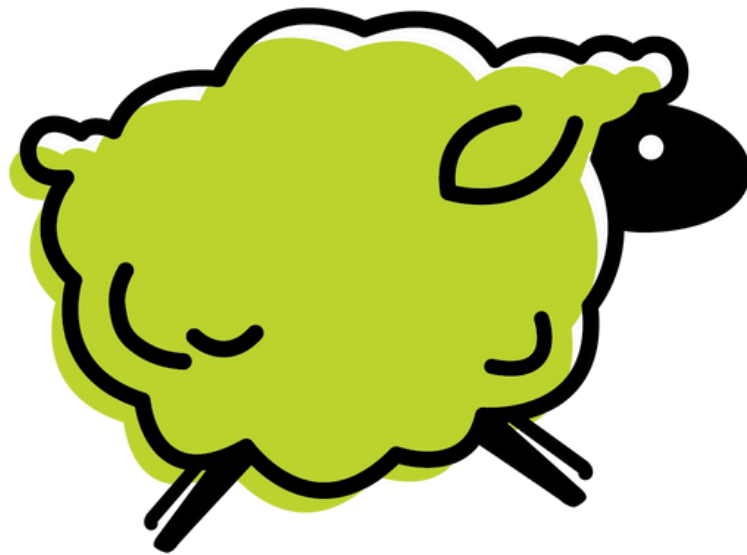
"Mrs. Clark, let me do this for YOU."

"Mrs. Kellums, for YOU, I'm going to ..."

It's important to make your product GREAT and the PERFECT THING for them with your language, body language, and actions!

Chapter 4 - Discipline 4

Giving a Child in Need a New Mattress



BUY A BED • GIVE A BED

Giving Back - Garnet's Story

One of the major pillars that we have built this business on is our community give back programs, and the largest of these is without a doubt our Buy A Bed, Give A Bed program.

This program started years ago when Chris' daughter came home from school one day when she was in elementary school and asked if he sold beds. Of course Chris told her yes, but was curious as to why she was asking such an odd question. One of her friends from school was sleeping on the floor and she wanted to get them on a bed. Thus our Buy A Bed, Give A Bed program was born! Since then we've given away well over TWO THOUSAND mattresses to kids in need in our local areas since every time we sell one over \$799 we donate one!

We partner with local charities, churches, and other organizations to make sure the right kids get these beds!

This is a story that we absolutely need to be taking credit for! It's a powerful one that will resonate with your customer!

Selling Sleep

The Nuts and Bolts

Remember that according to consumer reports, 65% to 85% of the people that come into your store either want or need a new mattress somewhere in their home! The issue there though, is only about 20% actually ask for them! It's your job to uncover this want or need through bringing up the topic with EVERYONE!

The first step above all is to GET THEM IN THERE!

You're not going to sell a whole lot of mattresses unless you SHOW a whole lot of mattresses!

There is no "trick" to doing this at a high rate, it's so simple it sounds crazy! When you are ready to get them back to your mattress gallery you can just say something to the effect of "Hey! Follow me real quick, I want to show you something!" and start walking! There will be customers that will tell you once you get there that they aren't looking for a mattress, but that's okay! A lot of times customers don't know what they are missing and it's our job to show them! So you can just tell them "I totally understand! Our owner actually just brought in some new models and we're trying to get customer opinions on them!" This will work way more than you expect it to, and I can't tell you how many times I've used this exact sequence followed by our power presentation to sell mattresses to customers who didn't even know they wanted one!

There are other ways to try to get them headed in that direction as well, you'll absolutely want to test some different ones until you find what works best for you!

"Let me show you something that will change your life!"

"How did you sleep last night?"

"Let me take you to our waiting room while I finish the rest of this up! It's the best one in town, I PROMISE!"

Selling Sleep

The Nuts and Bolts

Now that you've done the hard part, it's time to do the selling, and thankfully the mattresses and adjustable bases do most of the heavy lifting for you in this department!

Our first step when we get into the mattress gallery is to tell them about our Buy A Bed, Give A Bed program!

Next it's time for discovery just like in Discipline 2, but our questions are a little different! We need to know the answer to the following questions so that we can take care of them properly, so time to ask them!

What are they sleeping on now? Do they like it? Why or why not?

How long have they had it?

What size do they want or need?

Are they a side, back, or stomach sleeper? (This helps us determine pillow choice)

Do they prefer something softer or firmer?

No matter what they answer to that question, you are going to get them laid down on the "medium" softness of whatever mattress you want to sell them.

Selling Sleep

The Scale

You're going to then ask them to rate that mattress on a scale of 1-10

If it's a 9 or 10, we've struck gold, don't move!

7 or 8, we're probably on the right bed but time to ask if they think they'd prefer softer or firmer and then move them to that mattress and try again. If it's better, great, STOP! If it's worse, go back!

Anything less than that and we're on the wrong mattress and we need to get them on the right one by asking what they don't like about it.

Maybe it's a smooth top and they prefer a quilted top?

We have to limit this process to no more than 3 mattresses if AT ALL possible. It is easy for your customer to become "nose blind" to the new mattresses if they are hopping all over the place! This also helps you maintain control of the interaction!

After we find THEIR mattress it's time to commence the world famous
"7 minute sleep test"

Selling Sleep

The 7 Minute Sleep Test

After they've landed on their mattress, the next step is to introduce their pillow! Choose their pillow based on their sleep preference and size, and make sure we tell them how their pillow is up to 30% of their sleep! Then time to sit close to the foot of the customer if they are by themselves or the more dominant partner if it's a couple. This maintains comfort while also preventing them from jumping right back up out of the bed which will give you time to do your thing.

Now that they're comfortable, have them take a deep breath while they are flat. This is their new baseline of comfort. Now time to explain zero gravity and change their lives forever!

First move their feet up using the base remote up to a comfortable level while explaining to your customer the benefits of sleeping with their feet raised.

Improved circulation, lower risk of heart attacks and strokes, helps with things like restless leg syndrome, lowers heart rate, takes pressure off their lower back and hips just to name a few

Next you'll adjust their head to get them into THEIR zero gravity position while explaining the benefits of raising their chest during sleep!

Decreases snoring and sleep apnea symptoms, takes pressure off their neck and shoulders, but more importantly than everything it helps them BREATHE better. This feature ALONE has sold MILLIONS of dollars in adjustable bases for us.

Now that they're in zero gravity it's your job to keep them there for as long as possible. Our chances of closing those customers on that mattress go through the roof once we've got them on it for over 15 minutes in zero gravity.

Selling Sleep

The 7 Minute Sleep Test

We can keep them there just by having simple conversations. Ask them what they do for a living, talk a little more about the health benefits of sleeping properly, point to how comfortable everything feels, you can also sprinkle in some technical aspects of the mattress they are laying on but don't press into this too much if at all unless they ask!

This is also the time to introduce your Premier Sleep Package! That can look something like this:

"Your mattress has a ten-year warranty. There are only two ways to void that warranty, to remove the white law tag, or to get a stain on your mattress. Our premier sleep package includes a luxury mattress protector, so you won't have to worry about that happening. We also make sure your adjustable base has a 10 year peace of mind protection package on it so it's guaranteed as long as your mattress! That also includes a couple of these pillows you're laying on like we said that are SO important to your sleep and a set of dreamfit sheets. Those are designed specifically for use with these adjustable bases so they don't pop off like your sheets now would when you're moving your mattress up and down! We make sure you've got everything you need when you leave here to get the best sleep of your life right out of the box."

Once they've been in zero gravity for a good amount of time it's time to have them take another deep breath to see how it feels and have them then rate the mattress AGAIN on that scale of 1-10. I can all but guarantee you that if the number started at a 7+ it's now a 10.

Selling Sleep Time to Close

Now it's time to hit that flat button. On the way down make sure you are pointing out the things that are happening to their body! Point out how that pressure is coming back to their hips and lower back and neck. Point out how they're already having to shift to get comfortable again. Point out how it almost feels like they're falling backwards into the head! AND point out that THIS is how they've been sleeping their entire lives.

Now that they are flat, get them to rate that mattress again. It's going to likely be lower than their original rating, and point that out! THAT is the power of an adjustable base!

Put them back up into their zero gravity so that they can be comfortable again. It's time to close.

You ask for the sale really by hitting on our financing options, making your customer say again how much they love it, or using other information you've gathered through this process.

Examples:

"The best thing about this entire sleep system is that it's only \$150 a month with zero interest on our (Gamble/Ashley) Card. I'm going to go get a full breakdown of all that pricing for you, so I'll leave you with your remote so you can check out some of the other features. Do you have your driver's license?"

"I told you it would change your life! You deserve the best, so I am going to go get some payment options and check stock on all this for you."

"You told me earlier how bad you've been sleeping the last year or so plus the back pain you've been dealing with. It's time that you stop dealing with all that and start waking up feeling good again. I'm just excited I get to help you with that! I'll be right back with some options!"

Selling Sleep Time to Close

When you're ready you'll then present your triple close - we'll cover this in detail in Discipline 7 - and then wait for them to speak!
Generally speaking there are two ways that goes:

They pick an option and buy! Woo!

They give some sort of rebuttal around "Needing to Think About It"

When they hit you with that rebuttal is when your job really begins!
It's our turn to overcome that objection. Thankfully in the mattress gallery it's super simple!

The vast majority of the time with a mattress customer that objection is due to one of only three reasons:

They want it now, so it has to be in stock.

They hope to find the exact mattress you have shown them cheaper.

They hope to find a similar mattress for less money and plan to shop around to find it.

Big plus in our column is that all three of those can be overcome.

Selling Sleep Only Three Options

Stock

This one is the first one to eliminate. Either we have it or we don't, but thankfully we always make sure to have a large in-stock supply of king and queen mattresses!

Another thing to remember here is that "we have to have it today" is often just something your customers (or you) feel, not necessarily the truth.

Mattress orders as of the writing of this edition are the fastest thing we can order with most of them arriving on average in about 10 days. They've been sleeping on their current mattress for years most likely, so 10 more days won't kill them!

If stock really is an issue for them for whatever reason, we can easily print off our available inventory and find the perfect mattress for them from there!

The EXACT mattress cheaper

This one is an easy brush off elimination as well!

One of the best things about shopping for mattresses is that they are what is called a MAP product. MAP stands for Manufacturer Assigned Pricing. That means that everyone who sells a brand new mattress with a particular model number HAS to have it at a certain price or they risk getting in trouble with the manufacturer! This means that every mattress on your floor is exactly the same price anywhere your customer would want to shop for it!

A similar mattress cheaper

This is likely where you'll end up in this situation, which is great because we have the answer to this problem somewhere in our mattress galleries!

It's important here to KNOW your mattress room and the options that are at your disposal. Sometimes it's dropping a tier in an adjustable base that does the trick, but sometimes it requires more work!

Spend some time knowing where you are going to go next if your initial options end up being too expensive for your customers!

Selling Sleep

Face It Head First

Remember though that less than 2% of mattress customers actually RETURN to purchase, so it is IMPERATIVE that we attempt to figure out exactly what that customer's objection is while we have them in the store with us!

The easiest way to do that is to face it head on. When a customer tells you they "want to think about it" say something to the effect of the following:

"Mrs. Customer, I've been doing this a while now, and every time a customer tells me back here (the mattress room) that they want to think about it, it always comes down to one of three things. Either they have to have it right now, want the same mattress but cheaper, or they want something similar but cheaper. With that in mind, let me ask you which one of those things is it?"

Now just use the tools above to answer the objection they give you!

Selling Sleep It's Easy!

Selling mattresses is genuinely simple. Not always easy, but simple! There are only four things that we sell during a mattress presentation - CSD then P!:

Comfort

Comfort is the unquestionable number one reason that people choose a mattress. The rest of this list isn't even close to as important! The health benefits of a great night's sleep are well documented!

Something that really stuck out to me while I was doing research on sleep going through my personal training certificate is the number of physical therapists, doctors, and people you'd want on your side in a fight all saying that if sleep were a drug, it'd be outlawed TODAY! It would be considered the single most potent performance enhancing rug on the market!

A good comfortable night's sleep improves all facets of a person's life! Work, personal health, mood, productivity, energy, and all around quality of life!

Support

Customers want to know that the mattress they choose will give them great support. Do not allow them to confuse support with firmness! Most models within a collection have the same support systems with wildly different comfort feels!

For example all of the BeautyRest Black lineup have their patented triple braided coil system! The difference in feel is driven by comfort layers, not good quality support!

Reassuring your customer of this will allow them to choose the mattress that feels the most comfortable to them.

Remember that comfort is what you fall asleep to while support is what you wake up to.

A great quality support system in a mattress is what allows you to not wake up to those aches and pains!

Selling Sleep It's Easy!

Durability

Our customers want to know that their mattress will last them! Use the warranty information and explain that we only use suppliers that use the best materials to build our mattresses.

Feel free to speak to the rigorous testing that our suppliers use in order to make sure the products we get our customers last!

Price

While they are the vast minority, there are certain customers that are on a budget. They want the best mattress they can get for a certain price.

While that is the case, I can promise you in all of the years we've been doing this not a single customer of ours has ever gone home and slept on a "price"!

Don't fall victim to selling your customer that can afford a great mattress, an inferior one because YOU decided that they could not afford the best, or at the very least, the best they could afford!

Chapter 5 - Discipline 5

Building the Ticket with Financing



There are only two ways to increase sales:

Sell to more people!

Sell more to people you are already selling to!

Building the Ticket

Math Class

Building the Ticket and Increasing Your Average Sale both mean the same thing and we're going to use them both when talking about this topic.

This is accomplished through specific behaviors that require intentional actions from you!

Math Class

Based on an average RSA doing \$50,000 per month, if they add just \$250 to each sale they will add over \$100,000 in annual volume to their sales. At current employee levels, that turns into an additional revenue of over \$2,500,000 without seeing a SINGLE additional customer.

Building the Ticket

How do we do it?

Ways to build the ticket:

Suggest additional purchases:

Mattresses, chairs, recliners, tables, rugs, lamps, etc.

Full sleep package!

Peace of Mind

Sell higher end goods from the top down:

BeautyRest Black, Posh&Lavish, Bassett, Palliser, Stressless

Higher AUSP with drive those average tickets up

Don't sell out of your own pocket!

Power UP!

Selling power reclining and power bases!

Drawing the Room!

Remember! 2.5 more stuff when we draw the room compared to when we do not!

Utilizing Financing, Particularly Long Term!

Building the Ticket

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Utilizing Financing, Particularly Long Term!

Building the Ticket

FINANCING FINANCING FINANCING

Know all of your financing options:

Always quote monthly payments!

We'll talk about this a lot more in the closing section, but it's easy to understand how "\$99/mo" is much easier to swallow than \$6000.

Financing gives us so much more than just one more bigger sale. Here's what we know about financing:

Brand loyalty

We know that once a customer has a Gamble Card or Ashley Advantage Card that we will be their go-to furniture shop! Consumer studies show that once a customer has a credit card at a store, they are over 50% more likely to shop there than anywhere else in the category.

Average Ticket Increases

We've done the math for you! Average tickets go up by \$1400 when the customer finances.
ON AVERAGE.

Increases buying power

Example: Customer has \$2000 budget, but they get approved for \$2500 through Synchrony? New budget? \$4500!

Increases YOUR commission!

When using 60 month financing, the tickets are bigger for all the reasons above, but also there aren't any discounts! Peace of Mind is also required on long term financing with us, so you get your spiff % there and we know we can take care of your customer for 5 years!

Building the Ticket

Let's Talk LTO

Lease-To-Own. This isn't a dirty phrase! This is an excellent product for a large section of our customers.

Provides 90-100 day early buy out options so even those with no credit or bad credit can take advantage!

Sell our LTO products with confidence. Don't sell out of your own pocket here either! Remember, this customer is going to use one of these products to buy furniture from somewhere! Make sure it's YOU and not Rent-A-Center or a shop like that. We know we are going to take care of these customers way better than any of them, and they are going to have a better opportunity to get great quality goods here with us!

Ask for down payments

Reduce the chance of cancellation
Increase overall buying power

Chapter 6 - Discipline 6

Giving Your Customer *Peace of Mind*



We can't promise you that accidents won't happen, but we can promise that you won't have to live with them when they do!

Peace of Mind

What is it?

We sell one “Peace of Mind” program here at GH Brands we call the “Peace of Mind Total Care Package”. Our ownership has always pushed the industry forward in ways to add value for our customers while creating ways for you to deliver that value which makes your job both easier and more rewarding!

With those foundational pieces in mind, we have curated this Peace of Mind Total Care Package with our industry leading partnership with ServeCo. We truly believe that the addition of this offer has helped us provide more customers than ever before with peace of mind that they will be taken care of. This of course also provides you with the by-product of doing just that!

Our Peace of Mind Total Care Package is head and shoulders above the industry standard in “after-care” type products. We’ve got two products in this category: one for furniture and one for adjustable bases, and we’re going to touch on both here.

Our furniture peace of mind protection plan is a 5-year VIP level accidental plan through ServeCo that covers REAL LIFE things that happen daily in our homes. Things like rips, cuts, tears, burns, stains, spills, and even pet damage on all upholstered items. It covers gouges, scratches, cracking, and yes still pet damage on casegood products too! Not to mention things like motors and other components in power furniture! These are things these manufacturers wouldn’t touch with a ten foot pole, but our customers deal with all the time. With this service we can take that worry away from the customer so they can instead focus on getting EXACTLY the products they want for their home.

Our adjustable base peace of mind program is a 10-year VIP level plan that is also through ServeCo that covers all the worries from an adjustable base customer. Things like breaking mechanisms, frames, welds, electrical components, motors, and even power surge damage.

Both of these products are, without question, the best after-care products in your market. We intentionally go above and beyond so that you have the best chance possible to take care of our customers to a level of service they can’t receive anywhere else!

Peace of Mind

What is it?

On top of all of that, we also include two other bonuses that your customers won't find anywhere else.

Our plan comes paired with our proprietary Platinum Box that is full of industry leading Furniture Care products!

It's a box of commercial quality care products that every home needs:

10 oz All Purpose Cleaner
10 oz Leather Conditioner and Protection Cream
10 oz Glass/Hard Surface Cleaner and Protector
10 oz Wood Polish
10 oz Upholstery and Carpet Pet Stain/Odor Remover
Ink Lifter
Touch Up Markers
Wax Fill Sticks
2x Microfiber Cloths
2x Sponges
Cleaning Brush

This Platinum Box is so much more than it seems too, because not only do they get the original supply, but they also will get completely free refills on the liquid products FOR LIFE! They just have to bring in the empty container to one of our stores!

The box on its own retails for the price listed on the box, and your customers are more than welcome to purchase them by themselves and still receive the free refills we listed above! We just always include one in the package when our customers purchase our Peace of Mind program!

We've run the numbers, and at the time of writing this edition of our sales training manual this platinum care kit will absolutely save your customer \$500+ a year in cleaning products based on average usage!

If your customer doesn't use the protection plan, they actually get that portion of the package back in an in store credit at the end of that plan's life!

Find me some insurance that I can get my money back if I don't use it!

Peace of Mind

Why do we sell it?

Profit

Everyone involved profits! We carry our win, win, win culture through our business and this piece is no different!

The company makes profit initially when we sell this package. We're not shy about that, because obviously profit is how businesses continue to exist!

On top of the initial sale, the company profits from the residual effects of our customers having peace of mind that if something goes wrong that we will be there to take care of the problems!

You profit in similar ways as the company does! First you profit from the up front commission at an aggressively increased rate and the residual business from a happier customer!

The customer profits from having this plan too!

First, it covers the cost of any accidental damage that is covered under the plan which helps our customers' investment look great and last longer!

Second, there is incredible value in true peace of mind. Our customer gets to know that when there is an accident they will get taken care of!

Third, this is a "no use, no lose!" If your customer doesn't make a claim, they will get that portion of the package back in the form of a store credit!

Peace of Mind

Why do we sell it?

Customer Service

Every manufacturer's warranties are limited in some way to only cover defects in workmanship, and are generally much shorter in term.

Our package covers REAL LIFE things that happen accidentally in the home every day! Rips, cuts, tears, burns, spills, stains, gouges, scratches, veneer separation, PET DAMAGE, and more for five full years on our furniture products with no deductible or "gotcha" clause to worry about.

Before this type of package existed customers didn't have the resources available to cover them for accidents and damage that they, or someone else, caused to their stuff! The manufacturer won't touch the problems that this package covers!

This package also covers things like the shipping of parts that the manufacturer traditionally does not cover! Your customer is out ZERO dollars when life comes knocking.

Peace of Mind

The Fun Part - HOW TO SELL IT!

You have to be the expert.

It is vital that you know all the manufacturer warranties as well as the details of our peace of mind package. Like we've talked about already, product knowledge is the confidence from which you sell from. Know as much detail as possible about the plans, how they work, how easy they are to use, etc. The more you know about it, the more credible you are, the easier it is to sell!

Sell it to EVERY guest. EARLY and OFTEN.

The single largest reason we fail to sell our peace of mind package is that we don't bring it up at all. The second largest reason is that we "offer" it or "talk about it" instead of "sell" it. There is a massive difference between "telling" and "selling". Start SELLING. The third largest reason is that we just start selling it way too late. These misses are easily reminded by making sure that we give every customer the opportunity to make an educated buying decision!

We price our peace of mind package EVERY SINGLE TIME. ZERO exception. When we are writing our triple close for our customers we ALWAYS include Peace of Mind and tax. We give them the WHOLE total. This accomplishes a couple of things, the first of which is another opportunity to SELL the plan if it's needed! We also give ourselves the opportunity to sell it to KEEP it on the ticket not ADD it onto the ticket which is significantly easier to do.

Peace of Mind

The Fun Part - HOW TO SELL IT!

You have to believe in the product AND the customer's willingness to buy it!

If you don't believe in the program and that your customer will buy it, then you will give up on selling it at the first point of resistance. Belief in the product and selling it for the customer's benefit are the keys to selling past the no's that you are inevitably going to come across! Selling through those objections shows the customer you truly believe in the product and aren't just trying to "sell them something".

Persistence pays off! When you sell past those objections you give the program and yourself credibility. So many RSAs have told me "I don't want to be pushy!" I don't want you to be pushy either! I want you to be persistent! There is one stark difference between the two. Who are you doing it for? Selling it for your customer is PERSISTENCE and they can sense your sincerity. If you are just selling it for the money in your pocket, then they will sense your pushiness. The income you get is great, but it's a byproduct of taking care of the customer with something they need!

Peace of Mind

The Fun Part - HOW TO SELL IT!

Treat and speak to people like they not only need it, but want it!

We know how important language is! In the book Pre-Suasion, Robert Cialdini says this
“He who wants to persuade should put his trust not in the right argument, but in the right word...” So every chance we get we need to be using our language to nudge our customer in the right direction!

Examples:

“I know you’re going to want that protection we talked about on your furniture.”
“I’m going to make sure you’ve got that Peace of Mind on all of your stuff!”

We can utilize powerful selling statements to really make sure our customers see the value in our peace of mind plan for them. I’ll list some examples here, but you don’t have to go in verbatim! Find some combination of these things that work for you in any particular moment speaking to THAT customer in THAT moment!

Examples:

“Hey, Mrs. Price. I can’t promise you, and you can’t promise me, that nothing is going to happen to your sofa. We know that 5 years is a long time! What I can promise though is that when something accidentally happens to your sofa that we’re going to take care of you. I can also promise that if you manage to not file a claim that we’re going to give your money back in the form of a store credit! You can’t lose!”

“ Mrs. Dixon, one thing you need to know about us here is that we curated this plan so that we could sell it for your benefit. There’s no greater statement we can make than the fact that if you don’t use the protection plan in the next five years, we are going to give you that entire portion back in store credit.”

Peace of Mind

The Fun Part - Math Class Part Two!

We also have to take the time to create a moment of misery for our customers. Look, I sold life insurance early in my sales career, and we had to talk about death. In order to sell that car insurance, we have to have a conversation about wrecks. Health insurance is the same way with getting sick. I've personally had customers where they've had issues with their furniture and it's been taken care of because of protection, and I've unfortunately also seen where customers have had issues where nothing could be done to help them because they didn't get it!

Sales is undoubtedly a numbers game! We have to embrace the math of it! To have the best success with our peace of mind program you have to embrace the 2-6-2 Rule. The 2-6-2 Rule states that out of 10 buying customers that 2 of them will NOT buy protection no matter what you do. Could be the best presentation of your LIFE, those two just aren't going to buy it. The other 2 are customers who are going to buy it whatever the cost as long as you bring it up. Lay-downs! The 6 in the middle are those on the fence. Those are the ones where a meaningful and compelling sales presentation that is executed properly will have success with over half of them.

The 2-6-2 is a rule that has held up my entire sales career, and the more experienced you become the more of those 6 customers in the middle will fall your way! There is only one thing that can break the 2-6-2 rule, and that is if you are not selling the peace of mind package to every customer every time! You will truly surprise yourself with which customers will buy it, so do not prejudge! I've sold it on a single piece of art, a clearance barstool, and many other items that you could find yourself doubting if the customer would want to purchase the package! Sell it to every customer, every time, on every item, and the 2-6-2 rule will work its magic!

The final key to how to properly sell peace of mind is to make sure you Turn Over (TO) all your misses! Sometimes all it takes is another person coming in and saying the exact same thing that you told your customer to get it closed!

Peace of Mind

Time to Talk TO

The GH 10ft rule applies to the TO! That means anytime a manager comes within 10ft of you and your customers, you should introduce them! It doesn't have to be extravagant, something like "Hey, [manager], this is Mrs. Lady" This introduction is about your manager getting to meet your customer, not the other way around!

From that point your job is to do nothing but let your manager do theirs! Your manager is trained to go through the same process you are in a constrained time frame, so they will be asking questions and getting to know your customer really quickly! Don't answer those questions for your customer. Your manager has it under control, and they will turn it back over to you as soon as they can! This also helps make sure we avoid confusion and your customer becoming overwhelmed. They may just say hello and leave straight away or they could hang around a while depending on the situation!

Please note that your manager isn't there to swipe your sale from you, they are there simply to help you push your sale forward, get it back on track, or plant seeds in order to help you out later! Your customer should never feel that you and your manager aren't on the same team. We want to create a unified front for our customers at all times!

Peace of Mind

Time to Talk TO

One of the most important things I want you to take from this section is that the TO has absolutely nothing to do with how well you can do your job. It has nothing to do with your skill level or capabilities in any way whatsoever! We fully trust and believe in your abilities, but it's incredibly impactful for your customer to be introduced to someone they feel has the authority to make decisions on things like final pricing, invoice changes, etc. It's only about making sure your customer feels special and that they are getting the absolute best service possible.

You have to TO every miss. Every time. No exceptions. If your customers are giving you push back on our incredible peace of mind program make sure your leadership knows as soon as possible so that they can get to you in order to help! You have to price in protection anyway, you have to present it anyway, so let's make it easier on you and your customer and your leadership and TO while your customer is on the floor! If you are waiting until your customer gets to the counter in order to TO you have waited too long.

A huge tip here is to make sure you are doing your job correctly and the TO becomes so much less awkward and less intrusive. Your leadership team is trained to TO a certain way, and they are going to do just that, no matter how uncomfortable that may be for you. Make it easier on everyone by doing your job correctly and following your disciplines in this manual so we can find success together!

Peace of Mind

Time to Talk TO

The TO creates an environment of trust between you, leadership, and your customer. The customers are then more likely to want Peace of Mind and to want to purchase once they reach the sales counter!

There are so many ways to get your manager involved with your sale where it's seamless so that your customer doesn't even notice.

Example:

When a manager is walking by while you are showing fabric or rug samples to your customer just lead with "Hey, [manager], check out what Mrs. Lady has picked out so far! We are between these two rug options, which do you think?" Then use something to point them in the direction you want them to go with something like "We really like this one we think, but both are good options, what's your favorite?" Remember, your leadership is there to be on your team!

Peace of Mind

Chapter 6 Recap

That was a massive chunk of content, so let's break it all down one more time.

The number one reason we are able to sell our peace of mind package at such a high clip is because we believe in it because it works.

Sell it to EVERY customer, EVERY time, for THEM.

Make it make sense for your customer with moments of misery and your expertise. It's hard to argue sound logic!

TO every miss. It's a powerful and credibility building tool for your leadership to come in and tell the customer the exact same thing you just told them!

Chapter 7 - Discipline 7

Go For It! The Easy Way!



The majority of sales made in retail furniture stores EVERY DAY are to people who said they either were “just looking” or “We aren’t going to be buying today.”

Closing!

There are a few reasons that we fail to close the sale, so let's talk about the big ones!

Wrong or misguided RSA beliefs.

Actions follow beliefs. If you fall into the trap of believing the lie that the customer is “just looking”, then you are more likely to skip critical points of execution in the sale. This absolutely can lead us to skipping things like drawing their room or even attempting to close them!

Do the right things right and your feelings will catch up!

Poor greeting execution

Many times the customer comes in with some stereotypical expectations. They assume you are just like all other sales people they have ever come across, that you are going to “bother” them, and they you can't help them.

Something we don't often take into consideration though is that we also, in turn, stereotype them! We then assume they DO just want to look and be left alone, that they are going to be rude if we persist, and they are not ready to actually buy anything. All of these are almost ALWAYS lies!

We aren't ready and properly focused when they enter the front door! We may not be in the right spot in our stores, maybe we're chit chatting with coworkers instead of staying on our game, or we've let our outside influences knock us off our game when that next customer deserves our best!

It's important to remember that it's easy to allow these things to throw us off our game. Selling is what we are all paid to do, and the customer coming into our stores is the lifeblood of our business! They deserve our undivided attention, and that is the expectation set forth by the company!

We went over in detail in discipline one how important it is, and mucking it could absolutely put yourself in a much more difficult position than necessary!

Closing!

WE DON'T EVEN ASK

You don't get because you don't ask! When you ask for the sale you open conversations that you otherwise would not get to have. Better yet, sometimes they even just say yes! We're going to teach you an easy way that will be comfortable for you to ask so that you can then
GO FOR NO!

We don't ask ENOUGH

Most sales are closed after the 5th attempt. It is VITAL that we push past those first no's!

In the Go for No it says that "All of your yes' are hidden in no's."
You can't be afraid of the no! It just means you have some more selling to do!

Closing!

We are afraid that we will be viewed as “pushy”

Through the years we’ve been told more than anything else that this is the main reason that RSA’s don’t do some of the things that make them the most successful. “I don’t want them to think I’m being pushy!” Well plot twist, we don’t want you to be pushy either! What we DO want is for you to go for it!

If they leave your store without buying, you have the exact same thing that you would’ve had if you hadn’t asked. NOTHING.

The fabled “be-back bus” is FULL of my customers who promised me they’d be back to see me, so if you find it please let me know! I’ve got MILLIONS of dollars on that thing!

That 95% of people who aren’t buying from you wouldn’t recognize you on the street anyway!

You HAVE to overcome this fear and embrace these facts:

They came to your store all on their own.

The single strongest buying signal someone can give you is THAT THEY SHOWED UP! They intentionally, of their own free will, drove to your store, parked in the lot, got out of their car, and came inside.

If you don’t sell them, the next furniture salesperson they talk to will. Consumer reports consistently show that customers shop at 1.4-1.6 stores before buying. That means if it’s not you, it’s the next one!

This is how you make your living, how you pay your bills, how you provide for your family.

You’ve got absolutely nothing to lose.

Closing!

The Do's

Alright, now we know why we DON'T close business, so let's talk about how we DO close the sale! The easy way!

That fear of asking for the sale can be difficult to overcome. We had to find a way to make going for it less intimidating for both you and the customer. With that in mind we've developed what we call the EASY close!

This is what we'd call a "hybrid" close that combines elements of a soft assumptive close with a traditional hard close.

It's essentially asking questions that are easy for you to ask and easy for the customer to answer.

There are countless combinations of questions that you can use to make this close happen, but here are a few:

"Mrs. Lady, I know you definitely want the sofa, but are you going to do sofa and loveseat or sofa and the recliner?"

Whatever they answer means "yes" to me, and we roll with it!

"Mrs. Lady, were you going to take advantage of that no-interest option we talked about or just pay cash?"

Whatever they answer means "yes" to me, and we roll with it!

"Mrs. Lady, I know we love the table, but are you going to do six chairs or just stick with four?"

You're never going to guess what I am going to say about the answer to this one.

Closing!

The Do's

The worst response you're going to get is something along the lines of "Oh, I'm not ready right now". Important to remember that "Not right now" DOES NOT mean "Not today"! It just means they need more information and have some question of theirs that needs answering! Time to do our jobs and SELL!

Always make sure that when you are leaving to go get pricing that you go over every item you are going to be pricing with your customer.

"Alright, Mrs. Customer, I'm going to go get all that priced out for you! That'll be the sofa, loveseat, two lamps, and of course that peace of mind we talked about. I'll always include taxes in that as well so you don't get surprised with anything at the counter!"

This is also another opportunity for them to give you any final objections they may have on the product or peace of mind. THIS is your time to combat those before you even get to the closing table!

There are three major keys to success with this close:

You have to DO IT.

You have to take the answer they give you as a buying signal to proceed with the sale.

If the answer is "not right now" it means you've got some work to do, it does NOT mean "absolutely not ever". Keep selling.

Closing!

Triple Close

Now that we've asked for the sale, it's time to do the dirty and get the money.

How we do that is with another easy, convenient tool we call the Triple Close.

It's used to compare final pricing options for your customer!

When getting prices together it is important to take the time to give them three options! ALL options will always include their FULL price, tax, and peace of mind!

One will always be a long term financing price and payment

One will always be a short term financing/cash price on whatever promotion we've got running at the time

The third option will vary depending on the promotion we've got running at the time!

These three options (triple, get it?) are then presented to the customer as their options and all you have to do is cover them and ask which one they are going to take advantage of! Once they pick an option, you take that as their final decision and proceed accordingly!

Closing!

Triple Close

There are some keys to the triple close presentation being executed properly:

Sit down with your customer on THEIR furniture if at all possible. This continues to deepen the mental ownership of your customer and their furniture.

Have your customer LEAN into you in order to see and review the totals. In Pre-Suasion it explains that studies have shown that the level of acceptance and ultimately the success rate of proposals are increased greatly when the customer is put in the position to lean in closer to you in order to have the proposal delivered to them.

When presenting the triple close it's important to only hit the highlights! Just cover the items and their original prices, the long term financing total payment option, and the savings on the other two options and their payment options.

Do NOT go over every single price of every single item on every single option you are giving them. That's too many numbers being thrown up on our customers and it will absolutely overwhelm them.

At the end, after you've gone over your triple close you ask the customer which option they are going to go with today! While asking this you will subtly lead your customer to the option you want them to choose by tapping on that option on their paper.

As soon as they choose an option, you take that as gospel and transition into taking their license or debit card or check or however they are going to pay! We should be doing NOTHING else!

It of course won't always go as smoothly as we want it to go, so let's talk about the most common objection we get at this point.

Closing! Objections

“I want to think about it”.

This is without question the most common objection that we see on the floors from customers. Although we can't overcome it every single time, we can overcome it **MORE** if we execute on some proven strategies!

Get them to think about it while still in the store!

Don't give them their “Ticket to Leave”

Too often as soon as we hear that dreaded phrase we immediately assume that means the customer is leaving and we hand them our folder and tell them to have a nice day. **NO.** Getting them to stay in the store to think can be the difference between closing that sale **TODAY** and that customer leaving and buying at their next stop.

Closing!

Objections

Needing to think about it is RARELY the actual problem

Much like “just looking” from the very beginning, “we need to think about it” is a learned excuse that everyone uses. It’s a phrase that you might as well expect so that you can prepare for it! Just like “just looking” as well, it is our job to push past that and get to the real reason why they are not buying. Best practice is just to call it out! Call back to the information you’ve gathered along the way, and narrow down the excuses!

“Now, Mrs. Lady, I want to make sure I’ve got everything right. You do love this living room group right?” “Yes.” “And it’s the right color” “Yes” “And it’ll work perfectly in the space because we drew it all out for you.” “Yes” “And the price is right where we talked about you needing to be, so level with me here what’s holding you back?”

After that we can start the process of solving the REAL problem!

At the end of it all, if the customer still decides that they need to leave, then we need to do our part to make sure that we get an appointment set for them to come back.

While that be-back bus is not showing back up, setting an appointment with customers is the number one way we have to influence them to show back up.

“I totally get it, Mrs. Customer, you really want to go home and think it over some more. When do you think you’ll be able to make it back in so we can get everything finalized?”

No matter what they tell you, press them for a commitment. Explain that you are often tied up, and setting a specific time and date for appointment will allow you to set time aside specifically to take care of them.

Closing!

Wrap Up

Let's wrap this section up with some of the major highlights and keys to closing successfully!

Most sales are closed past the 5th attempt.

You have to ASK for the sale in order to get it!

"I want to think about it" and "No" are when the selling actually starts!

Great execution of the Selling Disciplines will increase the chances of the sale happening!

You can't score if you don't shoot!

Triple Close EVERY TIME!

Chapter 8 - Discipline 8

Customer Relationship Building & Follow Through



Good relationships with our customers is the lifeblood of our business!

This section is essentially broken down into two major pieces:

Transactional Integrity

Purposeful Prospecting

Customer Relationship Building

Transactional Integrity

Write it RIGHT

One of the largest costs in our business consistently comes from having to correct simple errors.

Things that are ordered wrong, items left off of tickets, and pricing errors are all examples of these.

Doing accurate work by double and triple checking it is KEY!

Eliminate pricing errors by having your leadership check your work when you have questions or are pricing special orders.

Leaving items off of the ticket and ordering wrong ones, should both be eliminated by covering your invoices with your customer LINE by LINE and having them initial each one to make sure all items are correct!

Quote it RIGHT!

A majority of contention from customers often comes from us quoting inaccurate lead times or quoting accurate times and then having factory delays that we fail to communicate. This also can lead to cancellations from customers.

While factory delays are out of our control, the issue with lead and arrival times can be greatly helped by the RSA taking action!

Quote correct lead times because you WANT to, not because you have to.
Quote lead times with CONFIDENCE.

As you have the customer sign the ticket, make sure you reiterate this every time:

"Mrs. Customer like we talked about, we are going to get this merchandise ordered for you and it'll be about [insert correct lead time estimate]. If it arrives early we are absolutely going to call you and let you know!"

Customer Relationship Building

Transactional Integrity

Follow Up with your orders RIGHT

It is your responsibility as an RSA to check the status of your orders every two weeks and call to update your customer. It doesn't matter if everything is still on track or if something has caused a delay, we need to be in contact with our customers at a minimum every two weeks and then log those notes in the invoice!

Your customer will genuinely appreciate the service when you call them when there is a delay or issue with their order. The difference between a disappointed customer and a livid customer is simply who made the phone call. If they have to call us they will end up saying things like "we sold them and forgot about them" or "I have had to call every time" or "I'm getting the runaround".

Perception is reality. If our customers FEEL this way, then that is the way it is. We have to do everything in our power to make sure our customers feel like we are doing everything we can for them, because they deserve that!

An unintended issue that occurs when we fail to keep the communication with the customer going after the sale is that they will have very little patience for mistakes or issues if they had to wait with no communication.

Our lack of proactive communication will have them in a constantly more frustrated state, so if their merchandise then arrives damaged or the wrong item shows up their frustrations will often boil over and it makes it very difficult for everyone!

The opposite often occurs when we do provide the customer with timely follow up and communication. If we regularly keep them updated then in these cases the majority of customers that have issues are much more inclined to allow us to take the steps we want to take to provide service. They are more patient and understanding and this is almost solely due to your timely communication even in the event of a delay.

Customer Relationship Building

Transactional Integrity

**Give your customers accurate and thorough expectations
THROUGHOUT the sale!**

**It is important that we set those expectation across every topic
during our sales process:**

Accurate product quality
Accurate product characteristics
Distressing
Real leather
Color variations
Lead times
Custom expectations
Delivery processes
EVERYTHING

At the end of the day, we are NOT in the business of lying to our customers. We are a business run on honesty, transparency, and integrity in all the interactions we have with our customers. We will NEVER lie or bend the truth in order to close a sale.

Customer Relationship Building

Purposeful Prospecting

Now let's talk about the customers who got out of the store without buying. What do we do now?

Do we just let them go and hope they come back?

Should we follow up and maximize our mathematical chances of earning their business?

As a company, we have made a commitment to maximize our chances and expect the following to happen with the guest that does not buy on the first visit.

If we've done everything we can in store in order to get those customers to purchase today, our next step is to make sure we have the proper information from them to pursue their business!

Customer Relationship Building

Purposeful Prospecting

Get customer information from EVERY CUSTOMER. Every customer represents opportunity, but if they leave and we do not get their information, we increase the probability that they will not choose us!

Utilize the \$300 Giveaway slips to collect their information! This info is gathered primarily for you to have a way to follow up to gain a sale. This gives you the information in an easy format to keep and follow up with.

You'll use this information to input your customer into ELVTEUp, so make sure you make this a key point in your process! Every piece of information needs to be filled out, ESPECIALLY their email!

The best way to have them fill it out is simply to put it in front of them and say "Here, fill this out for me!"

After you have their information, you'll go into ELVTEUp and input that customer right away so the interaction is still fresh in your mind! Our data is only as good as what you put in, so it is VITALLY important that this is accurate!

When you are finishing up the customer information in ELVTEUp, it is going to ask you for initial visit notes, and it's so important that you are as detailed as possible! Notate what they are looking for, prices quoted, when they need it, and any other important information you may need for them like family information, pets, etc! Specific model numbers and names are also helpful because you can search your CRM later for those things!

Remember! Customers are significantly more likely to buy from the first store that re-engages them once the shopping has begun. We have to reconnect quickly and with PURPOSE. Which is why we've set up these CRM Guidelines for you!

Customer Relationship Building

CRM Guidelines

When to send thank you note: Easiest way to say it is every time they put a customer into the app, they must write a thank you card. I know there are situations where a customer will be in multiple days in a row but in those special situations they can get with a manager and it's their discretion.

What to do after purchase: Follow up PHONE CALL within two days thanking the customer for their purchase. After thank you card sent, and customer called thanking for purchase you can complete the lead.

Lead Levels – This will operate as a funnel. Every single customer is considered hot when they first leave the store.

Hot (RED) – This is any customer you pick up who does not buy. Follow up with this customer the next day. If you work with the customer early in the day and feel they are going to another store, contact them again that day. Even if you don't price merchandise, every customer is considered a hot customer until you've made necessary follow-up contact listed below. Make sure you include in your notes any reason they gave you so you can work with management and solve their issue before the phone call.

****If customer does not buy after two contacts, customer then becomes an Active Lead.****

Active (GREEN) - Customer did not purchase that day but is in market in near future. Consistent follow up is needed with this customer. Update notes with what you have done not what you will do. Initial your notes. If the customer asked you to follow up at a certain date or time put that in the notes so you remember.

Customer can still be active lead even if they purchase if you know they still need to do another room or other items.

Weekly follow up required with active leads. We need to leave these active for multiple weeks because of sale changes etc

Dead Lead (BLACK) - Multiple contacts attempted with customer with no response or they tell you they've bought somewhere else. To switch a lead to dead you must discuss it with your manager. Put the managers name in who allowed you to switch it to dead as they will be responsible for it.

Complete (BLUE) - A lead is complete when the customer has purchased, you've mailed a thank you card, and made a follow up phone call thanking them for purchase.

Hot Lead – Two contacts required. (If no result switch to active)

Active – Weekly Follow UP (5 Weeks)

