



OPTIMUM RETAIL SOLUTIONS

BEHAVIORS AND OUTCOMES

Eight Steps to a Sale

STEP	BEHAVIORS	OUTCOMES
1. Preparation	<ul style="list-style-type: none"> Positive attitude, professional attire and hygiene. Individual daily goals established. Road map established "how to achieve the goal". Identify the special piece to be shown to every customer. Establish that you will practice to get a better or different result. Stage Tools - awareness and usage. 	<ul style="list-style-type: none"> Ready to go on stage. Associates know what their goal is and what tactics or execution points are needed to achieve.
2. Greet	<ul style="list-style-type: none"> Using (Clients Store Name) Greeting. Proper positioning, greeting promptly. Smile, make eye contact, body language. Use the 3 types of greeting (social, service, merchandise). Introduce yourself - obtain recipient's name and occasion, build rapport. 	<ul style="list-style-type: none"> Positive greeting and establishing a personal rapport with the customer.
3. Show Merchandise	<ul style="list-style-type: none"> Listening to the customer - selection or price range. Using the stage tools - counter pad, ring stick, selvyt cloth, mirror. How an associate is using the stage tools? Handling merchandise with care and respect. 	<ul style="list-style-type: none"> Customer recognizes store as professional and trustworthy. Objections - ability to grasp what the customer is seeking. Recognizing buying signs.
4. Build Value	<ul style="list-style-type: none"> Provide tailored features & benefits to the customer. Addressing - Style, diamond or gemstone, workmanship, company heritage and service and guarantees. (Each build value in the product and ultimately the decision to purchase). Use of romance words or phrases in the presentation of the merchandise. Planted the seed for credit. 	<ul style="list-style-type: none"> Objections. Buying signals. Customer's emotional connection to the merchandise. Establishing credit as a means to purchase.
5. Handle Objections	<ul style="list-style-type: none"> Uncovering of phantom vs. real objections. Style, Price, Time, Desire or Trust. Empathy and Understanding. Techniques utilized to overcome objections LAIR (Listen, acknowledge, identify, resolve), FFF (Feel, felt, found). Understanding customer's objections - logical, emotional or logistical. Discussed credit opportunities and offerings. Turning over the sale. 	<ul style="list-style-type: none"> Purchase. Opening a line of credit. Add-on or building of the ticket.

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6. Turn Over	<ul style="list-style-type: none"> • Associates are ready and positioned for a turn over. • Associates are listening to the presentation and ready to step in. • Associated timed a turn over correctly and introduced another without it being awkward. • Understanding of the 3 types of turn overs. (Formal, informal, and silent) • After turn over - associates depart • Store Manager is checking in with associates and customers during presentation. 	<ul style="list-style-type: none"> • Purchase. • Opening a line of credit. • Add-on or building of the ticket.
7. Close the Sale	<ul style="list-style-type: none"> • Understands the buying signals. • Use of closing techniques (trial, direct, or assumptive). • Offered credit opportunities. • Add-on opportunities (Associate has product that can be shown as potential add-on). 	<ul style="list-style-type: none"> • Well-informed customer. • Provides customer with a different personality or point of view. • Closing the sale - leading to purchase.
8. Confirm and Referrals	<ul style="list-style-type: none"> • Customer profile card/computer file completed. Anniversary/birthday information obtained • Email. • After purchase, walking customer to the door and saying thank you again. • Thank you note sent next day. • Email follow-up. 	<ul style="list-style-type: none"> • Purchasing of product or services.

