

salesmanship and friendliness

Welcome to the gift and home channel ,

In this second segment on how to be a more effective salesperson :Sales tips ,I want to impress upon you that friendliness is not salesmanship ,it happens all the time.

Recently I was in Chicago to give a speech and I went to one of my favorite furniture store :big store, beautiful stuff ,I read their catalogue regularly , I'm all over this place , Susan and I , my wife and I need some furniture ,so I was shopping so I walked in and there was a person at the counter right there that greets me : Hi ,how are you doing ? And as I went up the escalator there was somebody from the store coming down the escalator , clearly she was wearing an M tag " Hi ! how are you doing ? " and I got to the third floor , three other people said " Hi ! How are you doing ? " I'm sitting in couches ,I'm sitting in chairs , I'm sitting at tables , nobody came up to me and helped me find what I was looking for ,these people were incredibly friendly but they were not helpful in that I wanted someone to talk to me about what I needed I wanted someone help me explore what the best options were for me .

And as retailers we become sometimes so wrapped up in being friendly that we lose sight of the fact that chances are if they are in your store they are looking for something and your job is not to be friendly ,your job is to go to talk to those people, understand what they want, help match their wants, needs and desires with what you have ,make that fit and then have them leave, happy ,satisfied ,having made a purchase ,remember that ! it's the most important part :Having made a purchase !

Being friendly is not enough ! great selling is great customers' service so I'm encouraging to learn the skills to understand how to sell and then move away from being a friendly merchant to a successful salesperson .