



Matt Norcia

The Weekly Retail Experience



Doug Fleener

Every Customer a Sale

March 11, 2009

"If we do what is necessary, all the odds are in our favor." – Henry Kissinger

There are multiple definitions of the word "sell." In the **Daily** we usually focus on *the transfer of goods and services in exchange for money and to persuade or induce someone to buy something*. Another definition of sell is also important to our success and that is *to cause or persuade to accept; convince*.

Good retail associates sell much more than just products. They sell their customers on talking to them, they sell them on trying something out or on, and they even sell them on coming back. **Some associates don't sell at all; they just hope, ask, or wait for the customer to decide to do something themselves.**

For some reason, many retail associates have a negative view of selling. They equate "selling" with being pushy and obnoxious. Naturally, being pushy and obnoxious is not going to work. **Selling means, as it says in the definition, to "convince" or "persuade."** The best associates do that by smiling, by taking a genuine interest in their customers, by being passionate about the products they sell, and by believing that the most satisfied customers are those that make a purchase.

So let me ask:

Do you persuade (sell) customers to engage in conversation with you or do you just hope they'll start talking to you?

Do you convince (sell) customers to try out a product or try something on, or do you wait for the customer to do it him/herself?

Do you persuade (sell) customers on the value of sharing their contact information, or do you just ask for it?

Do you influence (sell) customers on coming back for a future visit, or do you just hope they do?

Do you induce (sell) a customer to have their friends and family come visit your store, or do you just hope they'll put in a good word for you?

Do you persuade (sell) your customers into buying products they like and are right for them, or do you just show them something and hope they decide to buy it?

Selling requires action. The exact actions depend on the relationship between you and your customer. **"Hope" and "wish" are feelings, not actions.**

Actions create happy customers. Actions create sales. Are you selling every customer?

Doug Fleener and Matt Norcia

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Some business speakers bore audiences to tears - but retail and customer experience expert Fleener turns every event into a WOW experience.

Wow! You are an amazing speaker and our attending members only had wonderful things to say about you. I most certainly will be recommending you to anyone looking for a speaker who is informative, energetic, and engages the crowd." - Beth J. (Retail Association)

"Wow. You were awesome. Your words of wisdom on leading and managing store teams was exactly what our managers needed." - Laura Y. (National Retailer)

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