

Sales Associate Skills

When you work as a sales associate (or sales clerk), you need to believe that the product or service you sell is valuable to customers. If you do not see the value in what you are selling, customers will not see the value. Here are some quotes about selling:

- Great salespeople are relationship builders who provide value and help their customers. (J. Gitomer)
- Pretend that every single person you meet has a sign around his or her neck that says, "Make me feel important." Not only will you succeed in sales, you will succeed in life. (Mary Kay Ash)
- Most people think "selling" is same as "talking." But the most effective salespeople know that listening is the most important part of their job. (Bob Hooley)
- You can most things in life you want, if you will just help other people get what they want. (Zig Ziglar)

Sales Associate Tip #1: Know Your Product . . .

TIPS

- 1) Know how to style (clothing), operate, or use the product.
- 2) Know prices, styles, models, colors, features — and other products that support or go with the product.
- 3) Be able to find out if the product is in stock, or how long it takes to get the product into the store.
- 5) Know history of the product, and the product's future (such as cell phone or tennis shoe brand)
- 6) Know the competition (similar products sold by stores) and why your company's products are better.
- 7) Be able to explain your store's policies concerning returns, repairs, and technical help or training.

Sales Associate Tip #2: Look the Part . . .

- Dress to fit the company's dress culture. For example, dress culture is different for sales associates in an Apple store than for a WalMart store.
- Dress like a person your customers think they can turn to for advice.
- Wear clean, wrinkle-free clothes. Use deodorant and mouth wash.
- Practice good posture; relaxed and energetic (not lazy) body moves.
- Practice smiling and greeting customers so that "smile and greet" is a natural part of your sales personality.
- Practice making and keeping eye contact with customers, coworkers, supervisors.
- Practice offering a firm (not crushing) handshake, and knuckle bump, so you can use when necessary.



Sales Associate Tip #3: Get Customer's Attention!

- When the customer enters the store, offer a friendly greeting:
 1. "Hello, I'm Jason. What can I help you find in our store?"
 2. "How are you tonight? I'm Jason and I am happy to answer your questions."
 3. "Hi, I'm Jason, and I will be right over there to answer your questions about our products."
- Do not say, "May I help you?" because it is often answered "no."
- Ask questions to draw out customer's needs. "What features do you need in a television?" "What type of shoes do you want?"
- Start listening to everything the customer says.
- Make a mental list of the customer's needs, or use a small note pad to take notes about the customer's needs.

BIG SALE %



Sales Associate Tips #4: Increase Customer's Interest

- Show that you understand customer's needs by speaking the needs: "You want a 72-inch screen that will fit over your fireplace. Right here we have exactly what you want at an excellent price." Or "You want comfortable shoes for the office. We carry a brand of office shoes that are comfortable." Or "You want a blue prom dress. We have several blue prom dresses right over here."
- Show interest and energy in the customer's needs by launching a search to find the product.
- Enthusiastically say, "I'll tell you about the products we have that fit your needs." Or, "We have two models on display with the features that you want." Or, "Here are the shoes with comfort soles."

**Sales Associate Tip #5: Create Desire**

- Customers don't buy products. Customers buy what they think products will do to improve their lives.
 - Customers think, "What's in it for me?" Focus on "What's in it for me" by explaining to the customer:
 - (1) How the product meets the customer's NEEDS. (2) How the product BENEFITS the customer.
1. "This television has the dimensions that fit over your fireplace plus a top quality picture. In fact, it's on sale so it will save you money."
 2. "These shoes have long-lasting cushioned insoles for comfort and look perfect for the business office."
 3. "You will save money tonight since this TV is right for your home, and it's on sale this week."
 4. "When you wear these shoes, your feet will not feel as tired at the end of the day."
 5. "Our store also offers a low-price warranty so that if anything does go wrong with the television after the manufacturer's warranty expires, all you do is bring the television in and we will fix it."

Sales Associate Tip #6: Get Action — Ask for the Order or Sale!

- "Would you like the red or green sweater?"
- "If we deliver this TV tomorrow, will you buy it tonight?"
- "Would you like to use our store's "no interest for 12 months" finance offer?"
- "Shall I have it gift wrapped?"

**QUICK CHECK:**

1. In what do you need to believe?
2. a) Who are great salespeople? b) What do you need to pretend? c) What is the most important part of the job? d) How can you get things?
3. List 7 things you need to know about products.
4. Describe clothing worn by the following sales associates: a) Disneyland store. b) Cell phone store. c) Auto sales store. d) Hardware store.
5. List 4 things to practice.
6. a) Give one example of a friendly greeting. b) What should you not say? c) Why?
7. a) Give one example of a question to draw out the customer's needs. b) Why use a note pad?
8. a) How do you show that you understand the customer's needs? b) How do you show interest and energy in the customer's needs?
9. a) What do customers not buy? b) What do customers buy?
10. a) To focus on "What's in it for me," list 2 things you need to explain to the customer. b) Give one example of what you can say to explain needs and benefits.
11. a) To "Get Action," for what should you ask? b) Give an example of what you could say to do ask for the order or sale.
12. Pretend you are an sales person, and an older customer walks in the door to buy a video game for their child's birthday. Write essay of 100 words or more to describe what you will do and say. How will you greet the customer? How will you find out what the customer needs? How will you create desire for a video game? What will you say to ask for the sale?