

It's Showtime!

Lights – Camera – Action! When we are up on stage performing to our audience (the Customer) we need to always remember that they are the reason we are here. How can we improve their experience at our store? How can we make them feel special? Surveys show that customers who are appreciated will spend more, continue to shop with us and tell others about their outstanding shopping experience.

We can deliver that outstanding performance by making sure they have everything they need..... by suggestive selling. When you suggest a good product and if the customer finds it really useful and worthy, he will definitely pay for it. Or if he does find it useful but not affordable, he will still appreciate your personal attention towards him and admire it. Plus the extra attention you have given him with your suggestion will help in customer retention, which forms the base for customer loyalty and repeat business. And remember – increase sales equals increase hours.

Suggestive selling can take many shapes and forms

- **Add-on sales** – these are items that usually “go with” the item(s) already purchased like noticing that someone is having a barbeque and asking if they need “ice” for their barbeque.
- **Substitute items** – when the item a customer requests is out of stock or is a brand that we don’t carry, we can suggest a substitute. A customer needs boiling onions for a recipe and we don’t have them. We can suggest pearl onions instead.
- **Green Tag Savings** – these are promotional items that have a temporary reduction in price. Show the customer the difference between our “yellow tags” which are our everyday low price versus the green tag – a temporary reduction. Know your “Wall of Values”.
- **Up selling** – this means recommending a higher quality product and pointing out the enhanced features and benefits to the customer. Pointing out the ease of barbequing tri-tip, the taste and the appeal it will have on family and friends at the party instead of just hot dogs.

Any time we use a suggestive selling technique it should make our customer think about the suggestion and consider its benefits.

The secret to suggestive selling is to do it with every customer that you talk to practicing five basic skills:

- **Know your products** – understand what’s in the store and the products that are available and how they are used. By knowing about your store and the products you will win your customer’s confidence. Have you look at the Truckload Ad? How about the 4th of July Blow Out? Look at the ads.
- **Practice good customer service** – show your customer that you care, that their shopping experience is important to you. Adjust your attitude as needed.
- **Read your customer** – ask questions, use the feedback to suggest items, watch reactions and facial expressions and look for opportunities to suggest add ons. Discover what their needs are.
- **Speak confidently** – take charge by making suggestions that you believe in. Know what your talking about and how the product will benefit the customer
- **Ask for the sale** – don’t ask questions with yes or no answers, assume the customer is buying and offer choices