

# Dynamic Sales and Customer Service Techniques

by AnnaLee Waite

I looked up the description of a “retail sales person” on the internet and the most accurate description I found was someone who welcomes customers, offers assistance and helps customers make selection by building customer confidence. This is a fairly straight forward description of a job that is detailed and requires skills in “human engineering” - your personality, ability to communicate, build a rapport and negotiate.

## SALES TRANSACTION PLAY BOOK

1. Greet the customer.
2. Start a casual upbeat conversation with your customer.
3. Let the customer browse.
4. Make yourself busy with arranging, pricing, or cleaning.
5. At this point you are waiting for the customer to give you permission to sell to them. They will make eye contact with you or ask you a question. This is the green light that your customer is ready to move forward with the sales process.
6. Be Confident - shoppers want to buy, they just need to be convinced!
7. Selling and story telling go together. Customers are interested in stories about your shop, your inspirations, and your products.
8. Customers will validate the positive experience they have had in your shop with you or a member of your staff by buying.

## CUSTOMERS BUY MORE WHEN YOU TWEAK ALL THEIR SENSES

**Smell** - light natural scents appeal to most everyone. Strong fragrances are too overpowering and will work against you causing customers to leave. Vanilla and lavender are delicate scents that appeal to most people.

**Sight** - a positive clean oasis. Your store should be a visual treat - retail therapy.

**Touch** - Customers are 4 x more likely to buy if they have touched or held a product. Hand merchandise to your potential buyer. This is the first step in ownership. Cut up small fabric samples, have a couple of skeins of thread available and buttons that customers can touch and hold. Teach your sales staff to say, “ this line of fabrics has a wonderful texture” as they hand the sample to customers.

**Taste** - a small treat of food or candy creates a bonding experience between the customer and sales person. Bottled water is a excellent drink to offer your prospect. The customer feels they cannot just walk away once you have offered them a drink or small treat which allows you more time to sell. A single piece of wrapped hard candy such as a peppermint should be a fairly safe treat to offer someone walking around in the store.

**Sound** - relaxing sounds help create good energy within your selling area. Keep the volume low. Wind chimes and or soothing music is a good choice. Experiment with a variety of styles until you find what works best for your customer base.



## SALES

- Should Always be about “yes” - Never about “no.”
- Should be active - Never passive.
- Should be positive - Never negative.



*AnnaLee Waite* is a Houston based needlework designer with 15 years experience in property and retail management.

Prior to founding her design studio she specialized in opening retail stores for Linens n’ Things and apartment properties for Lincoln Property Company. She is a designated CPM (Certified Property Manager) whose goal is to impart knowledge and offer support to independent shop owners in order to help them increase traffic and sales thus improving profits.

AnnaLee is teaching “Create Some Mojo in your Shop” at the 2015 Nashville Needlework Show. Visit AnnaLee Waite Designs at [www.annaleedesigns.com](http://www.annaleedesigns.com) to sign up for her class. Visit AnnaLee Waite Designs in Suite #208 - Nashville 2015!