

ON SALES

HAPPY TIME



Grumpy salespeople put a frown on Shane Decker's face, and can kill your store's sales.

I DON'T SHOP very often. But when I do, I go with my wife, and we want to have fun. That's why it really burns me up when I meet grumpy salespeople. I'm sick and tired of being waited on by people who are sick and tired.

Does this happen in your store? I hope not. Because no matter what mood they're in, a salesperson who wants to be successful can do one simple thing to ensure their customers never leave "sick and tired": smile. That's right, smile!

It may seem elementary, but your smile is one of the most important sales tools you have. Here are four reasons why:

1) Your smile generates a smile in turn. When a customer walks in and you smile, it's a reflex action for them to smile back. You're controlling their body language for a split-second. And when they smile, it makes them want to approach you immediately and get in on the fun.

2) Your smile eliminates objections in your presentation before they start. A smile disarms the customer momentarily, catching them off guard. They're not used to this! They walk in ready to engage in combat, but your smile disassembles their defenses. Now, they think, "Maybe this is a nice place to be!"

3) Your smile relaxes the customer faster than any other sales technique.

4) Your smile breaks the ice. By smiling, you've just paid them a huge compliment, and they're now willing to be waited on by you. And if they're willing to be waited on by you, then they're willing to be closed by you and give you money.

So, obviously, a smile is a powerful thing. When should you use it?

When you ask a question and listen for the answer, show the customer a soft, sincere smile. The customer will know you're listening, and that you care about their

answer. When you handle objections, do the same thing. A smile shows you're confident, even in the face of their concerns.

But, be careful. Don't scare customers with a frozen, unnerving grin. Just keep it relaxed and friendly. For example, when you close by saying, "Man, she would love wearing this!" a heartfelt smile says you're not faking — that you really mean it. Likewise, when you tell your customer the price of the item, don't look serious. A smile makes the price seem more affordable, whereas a serious look could impart worry or concern.

Of course, you take your job seriously. But that doesn't mean you shouldn't look happy to be selling. In fact, if you can get your customer to laugh, it's estimated that your closing ratio will rise by 50%!

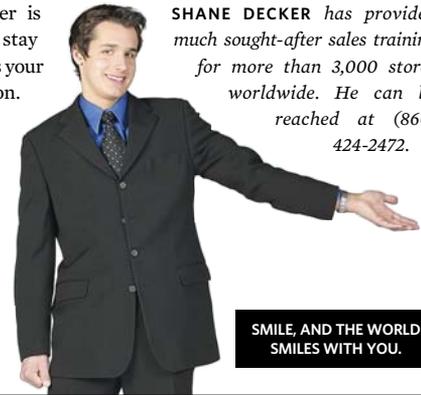
And if the customer is having fun, they'll stay longer, which increases your chance of adding on. Having a good time also means there's a better chance they'll remember you and your store. You've now left a lasting impression, and when they talk about you, they'll say "Those people have a

great attitude. It's a happy, fun place to be!"

But the smile isn't only for your customer — it's for you, too. It's well-known that our expressions can mirror our moods, so too can we dictate our moods by controlling our expressions.

Customers are not dumb ... they can all tell when the people at a restaurant or a retail store want us to be there, and when they don't. And believe me, any customer who gets the "What do you want?" look from one of your employees, even for a second, is leaving soon and won't be back.

So, as the song says, smile a little smile for me. Customers will respond, and want to be a part of the excitement. Let the fun shine through!



SHANE DECKER has provided much sought-after sales training for more than 3,000 stores worldwide. He can be reached at (866) 424-2472.

SMILE, AND THE WORLD SMILES WITH YOU.



BRAINSTORMS

NEW IDEAS FOR YOUR STORE

Cabela's Sporting Goods is making a name for itself in some very out-of-the-way places, building massive (250,000 sq. ft), spectacular (waterfalls, mountains packed with wildlife, giant aquariums) destination stores. Why can't you ...

Build a true jewelry destination store.

If it's spectacular enough, it doesn't matter where you put it. Which means you don't have to worry about land costs. Just build your dream!

SOURCE: *Think Big, Act Small*, by Jason Jennings

FAMILY BUSINESS DOCTOR

WORK TOGETHER ... WITHOUT KILLING EACH OTHER

I'm thinking of joining my family's store, but I'm not sure it's a good idea. Is it?

Well, as a wise man once said, "It all depends..."

Can you bring the following?

- 1) Strong work ethic; 2) Solid background experience; 3) Desire to help the whole organization; 4) Acceptance that promotions and positions will be given based on your level of competence; 5) A positive attitude towards learning; 6) Willingness to look at the interests of the business over your personal interests.

Can you avoid the following?

- 1) A sense of entitlement; 2) Expecting to be paid according to personal needs; 3) Trying to change the organizational culture; 4) Having a defensive attitude towards feedback; and 5) Putting personal goals over business goals.

If you've answered yes to all of these, odds are that you can add value to the business which will be appreciated!



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