

Showtime!

The products are on their way,
Spring is coming, so let's get ready to Sell!

You've heard how the customer is changing,
her aspirations and challenges,
now let's help her spend and succeed

Think Like Customers

- Top Five Reasons for Annoyance In Retail

(Wall Street Journal Survey)

- 1) Waiting In Line
- 3) Lack of product Knowledge
- 4) ‘Not My Department’
- 5) Being Talked Down To
- 2) Broken Promises

Apply a Little TLC To These Challenges!

It's a People Thing

In an Independent garden retailer you and your team are one of the main reasons customers shop there.

Sure they like the products, but more than that they trust you and look for your leadership to ensure their success; you give them confidence

The Essential Sequence

Host



Consultant



Salesperson

The Essential Sequence

- Host
 - Greet, engage, put at ease, watch their body language, test readiness, “open the door”
- Consultant
 - Ask Q’s, listen, validate, collect clues on lifestyle, define project & expectations
- Salesperson
 - Start with end result, present emotional PK, listen & watch response, ask for sale, suggest phases, show minimum ‘Must Haves’ to get a customer win

Customers Don't Know, What They Don't Know

- Your knowledge/experience/passion is key here
- Consumers want to succeed but lack confidence, fear failure, intimidated by too much choice, jargon, no recipe for success
- So they buy in-complete, fail and give up
- You and your PK are the catalysts
- PK is the ace up your sleeve!

T.L.C...Think Like a Customer

Remember how you felt when you shopped for a clear end-result but had no idea how to get started?

Listening; The Forgotten Skill

- Remember to listen for needs, situations, concerns, aspirations, dreams
- Listen for lifestyle clues, needs and previous experience before suggesting anything
- Build a picture of their needs, put yourself in their place, what they want to achieve, NOT what you want to sell!

Let Your Emotions Out!

- PK can be dry & factual with no obvious emotional return on a customer's investment of \$s and time
- Retailers assume customers can work out their reasons to buy – bad idea – they spend less and fail to achieve
- But if you Think For the Customer, helping them “Connect the Dots” with your PK, they have an emotional reason to buy
- Ka-Ching! People spend more easily on emotional benefits than on functional benefits (even if they can connect the functional dots)

KA-Ching!

- Pre-Emergent weedkiller
 - *Less weeds, less backache, more time for fun!*
- Salvia or Monarda
 - *Hummingbird Party Central – and no feeders to clean!*
- \$5,000 outdoor kitchen/grill
 - *Fun outdoor living, confidence in the upscale brand, entertain with style!*

Ask yourself, each day as
you handle products ...

What Ka-Ching line would ring the bell
with our customers?

(sometimes, the more you love plants,
the harder this is to do...)

The New Retail Reality

- Customers want
 - Simplicity when they shop
 - Emotional value when they spend
 - Success when they get home

It's that simple.....

Two-Way Communication: The Oil That Works The Engine

- Ask questions, pause, listen, really listen
- Validate, share their concerns and excitement
- Give feedback, guidance, experience
- Store the key points, collect clues, build the story
- Choose your products to match the expectation
- Use PK that relates to the customer's situation
- Summarize and involve the customer; they hate to be sold but love to buy
- Don't be pushy, this is a long term relationship

Asking for the Sale...

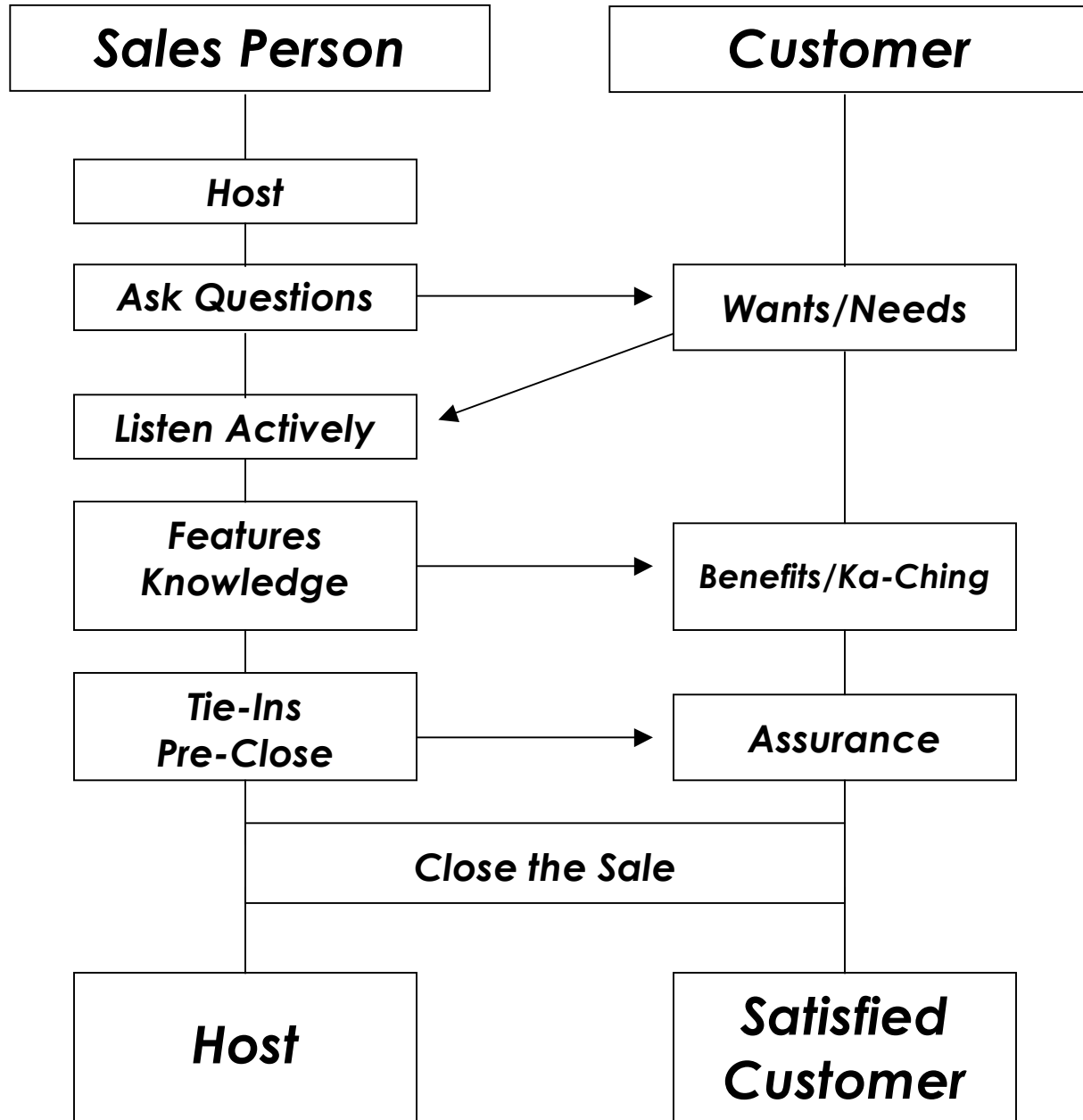
- Can be awkward (if you haven't been listening or observing) and many salespeople get nervous
- But if you follow the H/C/S process, both parties are ready, any stumbling blocks have already been addressed together.
- So, review the conversation you have had with them, agree the outcome, agree the essentials, suggest the desirables, congratulate them on their decisions and be excited for them!

Take-Aways

- Engage; people buy from people they like!
- Host/Consultant/Seller – to help your time-management and customer's shopping experience
- Listen, validate, agree desired project outcome
- Connect the dots, give emotional reasons to buy
- Ask for the sale, suggest phases if necessary
- Show your own excitement, validate their choice
- Remember: Customers Pay Wages!!

The Retail Dance

Module 1



Seeing It Like a Customer

Work Sheet 1

Module 1

Please score your opinion of how a retail company performed when you were a customer there recently (1 is weak, 10 is wonderful).

Did they notice you enter?	1 2 3 4 5 6 7 8 9 10
Did you get a smile or greeting?	1 2 3 4 5 6 7 8 9 10
Did they read your response?	1 2 3 4 5 6 7 8 9 10
Were they aware of your "Help" signals?	1 2 3 4 5 6 7 8 9 10
Did they approach you?	1 2 3 4 5 6 7 8 9 10
Did they check back with you?	1 2 3 4 5 6 7 8 9 10
Did they ask the right questions?	1 2 3 4 5 6 7 8 9 10
Did they listen for your needs?	1 2 3 4 5 6 7 8 9 10
Did they present Product Benefits?	1 2 3 4 5 6 7 8 9 10
Did they handle your objections?	1 2 3 4 5 6 7 8 9 10
Did they offer Tie-Ins or Substitute Products?	1 2 3 4 5 6 7 8 9 10
Did they Close the Sale	1 2 3 4 5 6 7 8 9 10
Did they stop other work to help you?	1 2 3 4 5 6 7 8 9 10
Was there a pleasant end to the transaction?	1 2 3 4 5 6 7 8 9 10
Are you excited to go back?	1 2 3 4 5 6 7 8 9 10