



Engaging the Customer and Starting the Sale

LESSON OBJECTIVE: Learn how to engage customers and start moving them towards a purchase.

ESTIMATED COMPLETION TIME: 3 minutes for the video. Use the "Summary" and "Additional Discussion" section for a longer lesson.

HOW TO USE: View the video. If you wish to spend additional time, use the discussion guide below.

SUMMARY OF POINTS FROM THE VIDEO:

Greeting

- When greeting customers, always make eye contact and welcome them to the store.
- Ask them questions that cannot be answered with a yes or no answer. Understand their projects so you get them everything they need.
- Build a personal relationship with each customer. Call them by name and ask them about projects they've worked on in the past.
- When explaining projects, relate to your own experience when possible. This will build rapport and give them the confidence you can help them.

Assisting

- Take customers to the aisle that has the products they need.
- Show different products and brands so they know their options and let them make the decision.
- Look for opportunities for add-on sales to raise the transaction size. This also helps the customer because they get all of the products they need at once.

ADDITIONAL DISCUSSION:

- Not all customers come into the store with the same intentions. Some of them know what they want, others are just looking. Others are not sure what they want. Talk about how best to respond to each type of customer.
 - For those who know what they want, take them to the area that has the products they need, offer to help them with carrying large items and offer recommendations on which is the best product for their project.
 - For those who are just looking, offer to help but be aware they may want to be left alone to look for what they want.
 - For those who are not sure what they want, ask questions about their project that will help you make the best recommendation for what they need.
- Ask employees if they have any other methods of greeting or assisting customers that work well for them.

ADDITIONAL TRAINING: For further training on how to engage the customer, have employees watch other videos in the Trainer's Toolbox selling skills series, including "First Impressions" and "Difficult Customers." These are available at www.yournhpa.org/FreeTraining. Also consider the Selling Skills & Customer Relations training course available to NHPA members on www.yournhpa.org.