



## FAQs and Buying Tips for Selling Grills

**LESSON OBJECTIVE:** Review some of the ways to help customers choose and purchase a grill.

**ESTIMATED COMPLETION TIME:** 5 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:

- When helping customers decide on the best grill, ask them how much time they want to spend grilling. Charcoal takes a little more time to set up, while gas is faster. A kamado style grill is made for smoking, so it obviously takes much more time.
- Ask customers enough questions so you know which grill to recommend. For example, ask how they plan to use the grill and what they want to cook, so they get the best grill for their needs.
- If a customer starts asking you in-depth questions about a grill, call a more experienced employee if you don't know the answer.
- Show customers new innovations in grills and accessories so they are aware of all of their options. Do this especially for repeat customers, as you want them to understand you are keeping up with all of the trends.
- A great way to sell a grill is by telling customers about your personal experience with it. You can also use demonstrations to show customers the flexibility a grill has—it's not just for cooking hot dogs!

### ADDITIONAL DISCUSSION:

- Ask the grill expert in your store to talk about some of the questions customers frequently ask when buying a grill.
- Review the different types of grills you sell so employees have a basic understanding of each.

**ADDITIONAL TRAINING:** Selling a grill involves good customer service skills. For further training on how to engage customers, have employees take the "Selling Skills and Customer Service" training module, available to NHPA members on [www.yournhpa.org](http://www.yournhpa.org). Also watch the Trainer's Toolbox lesson on "Basic Grill Maintenance."