

Tips for Add-on Selling



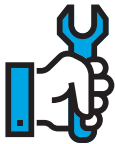
Listen

Understand the customer's project. Even if they've done the project before, you may have new information that can help them.



Make a List

Review the customer's list to make sure they didn't forget anything. If they don't have a list, help them make one.



Anticipate Needs

Think about all phases of the project, from preparation to clean up. Anticipate needs they may not have considered yet.



Focus on Savings

Remind customers they are saving money by doing a project themselves, which might justify the purchase of a larger tool.

For Further Training:

To learn more about retail sales techniques, take NHPA's Basic Training Course in Selling Skills. It is available to NHPA Training Members at yournhpa.org.