



## Exploring Smart Home Products

**LESSON OBJECTIVE:** Help employees understand some of the products on the market that are a part of the connected, or smart, home.

**ESTIMATED COMPLETION TIME:** Approximately 5 minutes to review the PDF and talk through the discussion points.

**HOW TO USE:** This lesson includes an infographic that can be used to refresh the retailer's product knowledge. It can also be used in the aisle as a reference tool for customers. If you wish to spend additional time, use the discussion guide below.

**ADDITIONAL DISCUSSION:**

- Smart home products are a growing category. It's important that all employees are familiar with the products available, especially those stocked in the store. Which of these products does your store carry? If time allows, talk about the most popular items sold in the store and the basic product knowledge needed to sell each one.
- Do any employees have smart home products in their own homes? Have them tell the group why they purchased it. One of the best ways to sell a smart home item is to tell customers about your personal experience with it.
- These items are typically more expensive, so discuss the benefits of the popular smart home devices your store sells. The benefits vs. price discussion may be an important part of the selling process.

**ADDITIONAL TRAINING:** One of the most popular smart home devices is the smoke detector. Make sure employees know how to sell basic detectors, too. So they can understand the different types, have employees review the Emergency Devices module of the Hardware & Fasteners department in the Basic Training Course in Hardware Retailing. This is available for NHPA members at [www.yournhpa.org](http://www.yournhpa.org).