



Intro to Project Sales

LESSON OBJECTIVE: Explain the concept behind project sales. We'll use one of the most basic examples in your store—a paint project—to explain the basic parts of a project sale.

ESTIMATED COMPLETION TIME: 5 Minutes

HOW TO USE: Give each employee a copy of the worksheet. They will work on the worksheet as you go through the lesson. We recommend you present this lesson after you present the lesson “The Power of Suggestion: The Basics of Add-on Selling.”

OPENING COMMENTS: Briefly explain the importance of project sales. Often, a customer will come into the store with a project in mind. By asking questions such as “What project are you working on today?” employees can start the conversation to find out what additional products each customer may need. Selling additional products is not trying to sell the customer something he or she doesn't need. Rather, it's to help the customer be successful in the project.

As an illustration, we've listed one of the simplest projects in the store: painting a room. We'll refer to this project as we explain the basics of project selling.

WORKSHEET: Walk student through the worksheet as you explain each of the steps, below.

1. For every project there are Project Killers and Project Starters. The Project Starter is likely the first item the customer will ask for. It is what prompted the customer to start a project and is a major component of the project. It may be an advertised or promotional item.

- In the list on the worksheet, have employees identify the possible project starters by writing the word Starter in the blank.
Example: Paint is a classic project starter. Primer would also be a starter.

2. The Project Killer is another major component of the project. Project killers are also essential parts of the project. It may not be the first item the customer asks for, but if you don't have it, the customer may leave and buy the entire project somewhere else. It's called a “project killer” because it's a product so essential to the project, that if you don't have it, you can kill the sale.

- In the list on the worksheet, have employees label the possible project killers with an X.
Example: Project killers on our list below are paint brushes, roller covers, rollers and roller pans.

3. A project can be divided into several different parts according to their function in the project. Here are the different parts:

Prep Products: These are the items customers will need to prepare for their projects.

Tools and Supplies: The project may require specific tools. There may also be hardware or other supplies that are specific to the project.

Safety Products: These are safety items to keep customers injury free.

Clean-Up Products: After the project is finished, these products will help customers clean up.

- Have employees label each product on the list according to the different types of products you just mentioned.
Some products may make sense in more than one category. This is not meant to be a complete list of all items in a paint project, only a representation.

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| • Drop ClothPrep | • Mineral SpiritsClean-up | • ScraperTools |
| • Putty KnifeTools | • Masking TapeSupplies | • Paint PailTools |
| • Sanding SpongePrep | • Paint CombClean-Up | • Caulk GunPrep |
| • PrimerStarter | • CaulkPrep | • Paint ThinnerClean-Up |
| • Paint BrushTools | • PaintSupplies | • Tack ClothPrep |
| • Dust MaskSafety | • Exhaust FanSafety | • Wire BrushPrep |
| • Roller CoverTools | • Roller PanTools | • TowelsClean-Up |
| • Paint RollerTools | • LadderTools | |

CLOSING COMMENTS: Whenever customers walk into the store with a project in mind, you have the opportunity to sell the entire project. As you help customers, use these five categories: project starters, prep products, tools and supplies, safety products and clean-up products, to walk through the project. These categories apply to nearly any project customers want to tackle.