

# PROFESSIONAL SELLING CHECKLIST

1. **How should we look? First impression is critical.**
  - A. Dress: Clean Shirt, Tie, Shined Shoes, no jeans, and no sneakers.
  - B. Expression: Warm Smile, Alert, Happy to see customer come in.
  - C. Pace: Greet the customer within 20 feet of the front door.
2. **What should we expect?**
  - A. Everyone is a buyer.
3. **How should we greet the customer (guest)?**
  - A. Start by saying: "Hello, How are you today?" or "Welcome to (Store Name)..." or "What would you like to look at today?" Then Listen to the response.  
Do not say: "Can I help you?" Avoid phrases than can be answered with No.
  - B. Find and Hold their interest.
  - C. Listen More - Talk less!
4. **Qualify the customer with open-ended questions.**
  - A. How, where, will you be using it?
  - B. Do you have a particular brand in mind?
  - C. How long has it been since you bought a \_\_\_\_\_?
  - D. What did you like (dislike) about the last one you had?
  - E. Are there any particular features you would like to have?
  - F. Establish your expertise. LISTEN, AND THEN LISTEN SOME MORE!
5. **Recommend a specific product with enthusiasm.**
  - A. "Based on what you've told me, I believe this is what you need."
  - B. Present unique benefits.
  - C. Mention the Manufacturers warranty and the Service Protection Plan.  
"The warranty is \_\_\_\_\_ and we can extend it for another 4 years, if you like."
  - D. Do you like it?
6. **Ask for the Order.**
  - A. 50% will say, "Yes, write it up".
  - B. Handle add-ons i.e. accessories, stands, installation, installation kits, parts, batteries, blank tapes, surge protectors, printer cables, speaker wire, etc.
7. **Handle Objections.**
  - A. Price (Remember you are going to have it for a long time.)
    - (1) Offer alternative products.
    - (2) Evaluate commitment to the product.
    - (3) Involve your manager.
    - (4) 1/2 Price Cut
  - B. Someone else's approval needed.
    - (1) Sell "on approval" delivery.
    - (2) "Let me write it up so after you talk to your spouse you won't need to come back. (3) Will you be using credit for this purchase? If so, let's go ahead and fill out the application so when you decide we will be all ready to deliver it.
8. **Arrange Delivery, Set-up and Installation.**
  - A. Make a good commitment.
  - B. Get all the information: directions, special instructions, promises made, etc.
9. **Follow-up. Keep in touch.**
  - A. Keep a copy of the invoice for your records.
  - B. Call the customer on the day of delivery, resolve any problems.
  - C. Send a handwritten Thank You card to every customer.
  - D. Call every customer within one week to determine if they are satisfied.
  - E. Call every customer 11 months after their purchase to see if they are satisfied.
  - F. Build your own customer base - it's your future income.

