






# It's All About The Customer – How To Really Sell In Your Store

Presented by: James E. Dion  
Dionco Inc



# But First! Retail Selling Ain't Brain Surgery, It's Twice As Hard!



## How Does Selling Rate With You?

- Doctor
- Lawyer
- Teacher
- Professional Athlete
- Artist
- Police Officer
- Sales Person

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**Sales is the highest  
paid profession in  
North America!**

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## Introduction to Retail Selling

- Selling is not yelling or telling, it is Helping
- What makes a great Sales Associate?
  - Ego
  - Empathy
  - Extroversion
  - Attitude

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## Introduction to Retail Selling

- A brief history of selling
- Marketing selling
- Vending machine selling

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## After Each Customer, Ask Yourself

What is the difference  
between what I just did  
and a vending machine?



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## The Secret of Selling

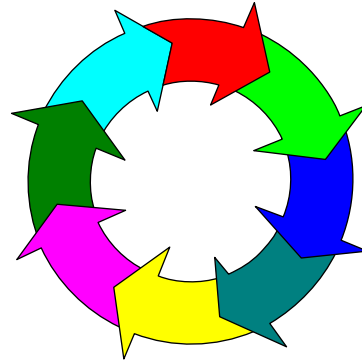
You don't sell  
what you think  
you do!

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## The Nine Steps To A Successful Sales Relationship

### The Sales Road Map

1. The Greeting
2. Determining Needs
3. Product Knowledge
4. Suggestion Selling
5. Trading Up
6. Answering Objections
7. The Close
8. Maximizing the Last Moment
9. Providing After Sales Service



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## Step One - The Greeting

- Why is “May I help you?” wrong?
  - Can only be answered yes or no
  - Needs determination question
  - Is not polite
- What type of greeting is the best?



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## Step 2 – Needs Determination Why Do Customers Buy?

- Most Customers want to be left alone when shopping.
- Customers cannot be persuaded to buy something they said they did not want.
- In times of tight money, Customers buy only what they need.
- Most Customers have a price limit on their shopping needs.
- What Customers ask for is not always what they want.

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## How Do I Move from the Greeting to the Needs Determination Stage?

1. Wait / Watch / LISTEN!
2. 2 things will happen, remember, never say yes, never say no!
3. Ask questions (Either/Or and open ended)
4. Suggest (Run it up the flagpole)

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## Step Three – Product Knowledge

- Features
  - what we can see, feel, taste, smell, hear
- Attributes
  - what features do
- Benefits
  - what features do for the customer

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## Learning About Products

Product knowledge comes from...

- Personal use
- Dell FAQ's, knowledge base
- Product inserts
- Other associates
- Customer feedback
- Magazines, trade publications, Internet
- Trade Shows

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## Presenting The Product

- Handle it gently & give the customer the right feeling
- Carry the respect throughout the entire sale
- Always know a feature before you present it!
- Combine the presentation with the benefit statement

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## The Great Sale

A great sale is achieved when we can exactly match our customer's needs to our product's features, attributes and benefits.

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## Step Four - Suggestion Selling

- Are you totally organized?
- True Customer service
- Rules
  - Intelligent
  - Educational / benefit
  - If no, stop
  - If yes, continue
  - Model it, practice it, do it!

<i>Product</i>	<i>2<sup>nd</sup> Item</i>	<i>3<sup>rd</sup> Item</i>

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## Step Five - Trading Up

- Show the best!
- Under-selling
- Over-selling
- Right-selling

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## Step Six - Answering Objections

- Objections need not end the sale
- Rephrase every objection
  - to Clarify
  - to be Polite
  - to buy Time

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## Answering an Objection Based On

- SKEPTICISM
  - Rephrase the objection
  - Offer Proof
- MISUNDERSTANDING
  - Rephrase the objection
  - Correct the misconception
- PERCEIVED DRAWBACK
  - Rephrase the objection
  - Re-state the benefits

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## Step Seven - The Close

- Buying signals (verbal / nonverbal)
- Types of closes
  - 1. The Either/Or Close
  - 2. The Assume the Sale Close
  - 3. The Balance Sheet Close
  - 4. The Last Chance Close
- Don't talk yourself out of a close

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## Step Eight - Maximizing the Last Moment

- Share of mind
- The power of Thank You
- Some other last minute memory makers
  - Gift
  - Invitation back
  - Additional service
  - Guarantee
  - Repeat name
  - Etc.....

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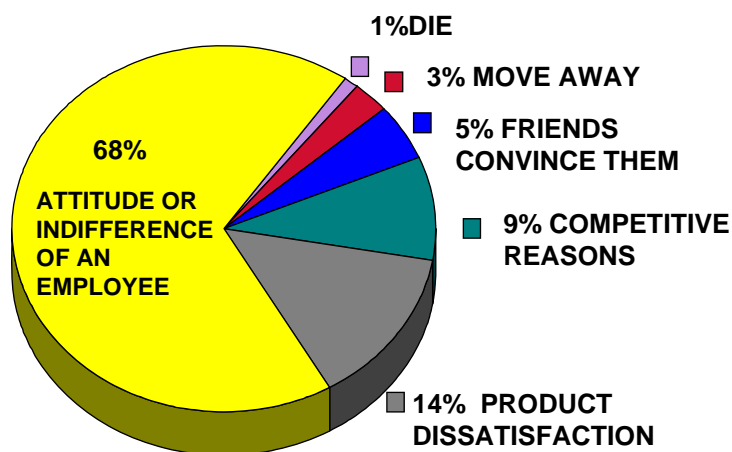
## Step Nine - After Sales Services

### Beyond Transaction Driven Retail

- Building Customers for Life
- Mining the gold in your Customer database
- Building relationships & repeat business

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## Why Customers Quit



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## What Is A Customer Worth?

### LIFETIME WORTH

- AVG. \$ x VISIT YR x 40 yrs x 10 friends =  
WORTH
- \$600 x 2 = \$1200 x 40 yrs x 10 friends =  
**\$480,000.00!**

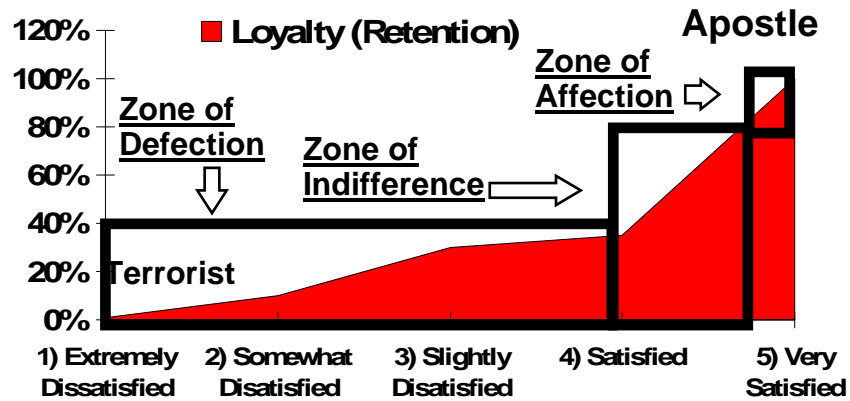
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## What Is A Customer Worth To A Dell Store?

Average transaction value \_\_\_\_\_  
x Number of visits per year \_\_\_\_\_  
x Number of years \_\_\_\_\_  
x "Apostle" Factor \_\_\_\_\_  
= Lifetime value to Dell store \_\_\_\_\_

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## Customer Loyalty



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## Role-Playing

- Teams of three
- Each will be a Customer, Sales Associate and Observer
  - 2 minutes prepare
  - 8 minutes to play
  - 5 to debrief by observer
  - Repeat 3 times – you have 45 minutes!

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## Psych 101 – In Case You Haven't Noticed

- **People today are “different”**
  - In more of a hurry – stressed out/time poor
  - Less polite
  - Have a more “relaxed” morality
  - Don't trust companies, stores, staff or each other!
  - Are quicker to anger
  - Are more demanding and not loyal
  - Have more information and choices available to them
  - Want it “Hot & Now” and do not suffer stores or companies that cannot deliver a seamless shopping/business experience
  - Short term Hedonism is replacing long term Hedonism

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## Psych 101 – In Case You Haven't Noticed

- **Companies today are different too**
  - Less loyalty to staff
  - Less latitude given to employees
  - Driven by short term gain and not long term strategy (blame Wall Street)
  - Speed of decisions & execution may be valued over accuracy
  - Are made up of people so all the prior slide's comments also apply!

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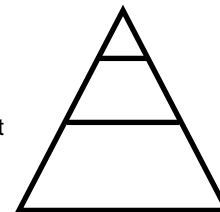
## Why?

- Psychology has always sought to answer the question “Why do people do what they do?”
- In business we ask “Why do our customers do what they do?”
- Customers buy from us for two broad reasons
  - Need (real or perceived)
  - Want (real or perceived)
  - It is the difference in real or perceived where it gets interesting!

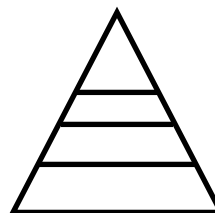
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## Reasons Why People Buy – Motivation

- Psychoanalytic Model (Freud)
  - Superego (morality)
  - Conscious mind (Ego) protection/enhancement
  - Unconscious motivation (Id)
- Behavior Model (Skinner)
  - Stimulus/Response/Reward
- Need Model (Maslow)
  - Basic
  - Survival/Safety
  - Belongingness/Love
  - Self Esteem
  - Self Actualization



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## Customers Are People

- Realize that People and Companies
  - Are not logical
  - Generally do not follow “economic” models
  - Are influenced by thousands of factors
  - Are almost always driven/influenced more by emotion than reason
  - All “filter” the world through their own eyes (experiences, personality and values)
  - Some of them are not very nice and some are incredibly wonderful

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## Two Important Learning's

- Humans resist change
  - Therefore, remember, people need time to adjust to a new idea/concept/product – expect resistance and give time for acceptance
- People often say things they really don't mean
  - Learn to “listen between the lines!”
  - Don't initially press when you get resistance

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## Four Absolute Truths

- People will support what they helped to create
- What gets rewarded gets done
- Praise is the breakfast of champions
- Planning and strategy are absolutely necessary, but execution is the only thing that counts

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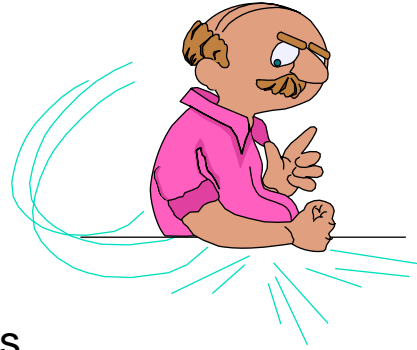
## The Complaining Customer

- Nice Customers will put you out of business!
- In your face Customers – Helping Customers to “Vent”
- Turning a Complaining Customer into an Apostle
- Returns – The Customer loses
- The less than righteous return/complaint

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## Why Customers Might Complain

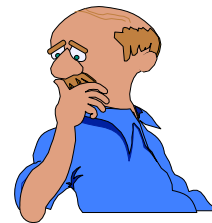
- Justifiable reason!
- Bad past experiences
- Lack of trust
- Stress = anger
- Professional complainers
- Mental health problem



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## Why Customers Might Complain

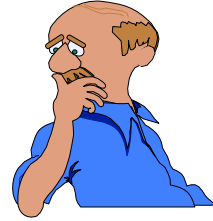
- Returns (why?)
- Late delivery
- Defective (real or not)
- Out of stocks
- Price
- Attitude (yours)



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## Why Customers Might Complain

- Lack of assistance
- Poor quality
- Perceived problem
- Displacement



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## Why Should We Care?

- Competition
- Compensation
- Confidence

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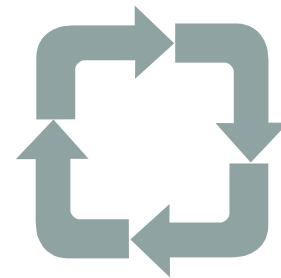
## Competition

- More options than ever before
- Strategic advantage
- Builds loyalty
- Someone else will

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## Compensation

- Happy customers = more sales
- More sales = more profit
- More profit = better pay
- Better pay = better staff
- Better staff = better service
- Better service = happy customers



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## Confidence

- You are the professional
- Learning experience
- Mastery of your craft

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## How Much Does The Average Store Spend On

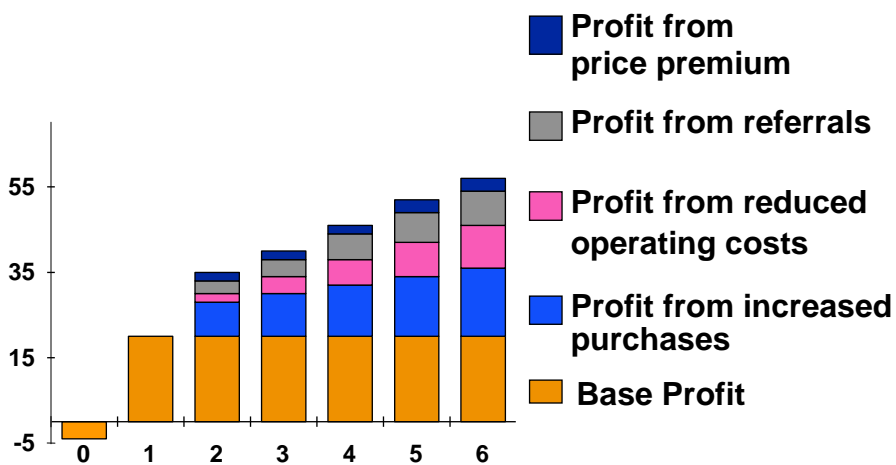
- Returns
- Allowances
- Services
- Accommodations
- Less than 2% of sales; far less than we spend on advertising!

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- It costs 10 times as much to get a new customer as to keep a current customer happy
- And we make more profit from long term customers!

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## Customer Profit Over Time

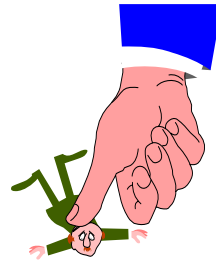


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## Healing The “Sick” Customer

Fact:

- Complaining customers cannot be healed by poorly paid, treated or trained staff. What goes around comes around.



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## Empowerment

- Mushrooms won't work
- Trust is essential
- Customers know
- Breeds loyalty
- Is professional

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## How Do I Treat The Complaining Customer?

1. Approach a Customer that you know is returning a product or looks upset
2. Begin with an apology, maintain eye contact
3. Try to stand alongside the Customer and not directly in front of them, we are trying to position the complaint or issue as the problem, not our relationship
4. Remember the concept of venting, always allow the Customer to blow off some steam and do not agree with their content, but do agree with their feelings (“I can see why you feel that way” “I understand your frustration”) Show empathy
5. Identify the problem, is it “legitimate”? Does it easily fit an existing policy or is it out of scope?

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## How Do I Treat The Complaining Customer?

6. Do something (i.e. take it from the Customer, if product not present, show you are taking notes)
7. Understand the problem (classify it, be empathetic)
8. Apologize – again and over and over!
9. Make it right – within the Dell guidelines
10. Offer a perk – if it was our fault
11. Ask for another chance

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## Realities

- It has been estimated that over 10% of the population has some form of mental illness
- Your customers & employees come from this population
- Identify the good customers and staff and go out of your way for them

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## In Very Rare Cases..... Probably Never

- If you are facing a very agitated Customer:
  - Do not stand close, three to five feet is best
  - Keep your hands on the product or at your sides
  - Do not make any threatening moves
  - Keep apologizing, but if they are yelling, allow them to do so for a few minutes (venting)
  - Suggest that they go have a cup of coffee while you attempt to resolve the issue (this gives you time to re-coup as well as them time to calm down)
  - If the Customer remains offensive, will not break off and does not respond to polite requests, then notify mall security to remove the person from the store
  - Other Customers will note your professional manner and if they try to step in politely refuse their help

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## Remember

- You are the professional
- It is not personal, Customers do not check their personalities at the door
- You can turn almost any situation to your advantage
- Maintain your cool, show respect, empathy, concern and remember, you are Dell

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**Thank you and keep  
in touch!**

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Dionco Inc. Chicago  
[www.dionco.com](http://www.dionco.com)  
(312) 673-0187  
[jimdion@dionco.com](mailto:jimdion@dionco.com)

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