

Sales and Merchandising 101

Simple Suggestions for Super Selling

Small Business Week

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Debra Coughlin

BR&E Coordinator

Jason Higgins

BR&E Analyst



**Sales and Merchandising 101:
Simple Suggestions for Super Selling**

Overview of the Session

1. Sales Tips
2. Merchandising Do's & Don't's
3. Customer Service Excellence
4. Spotting Local Opportunities

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Sales Tips

1. Always carry business cards
2. Make simple daily goals
3. It's about attitude, so smile!
4. Ask for testimonials
5. Ask questions?
6. Sell benefits, not features

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Sales Tips

7. Use free advertising
8. Leave messages after work
9. Follow-up and follow-through
10. Thank customers for their business
11. Give away freebies, of value
12. Have an "elevator pitch"

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Sales Tips

Exercise #1: 10-Second Elevator Speech

You meet a potential customer in an elevator who asks you “what do you do”? You have 10 seconds to deliver a compelling sales pitch before the door opens. Write down it down and share it with the group...

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10 Second Elevator Speech

- **Before: I am a mortgage broker. I help people build their dream home.**
- **After: I teach people 5 secrets of equity and finance so they can leverage other people's money and hang on to more of their own.**

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Merchandising Do's & Don'ts

1. Design your store for your customer
2. Create impulse buying opportunities
3. Be unique, don't copy Wal-Mart
4. Turn on the lights!!!
5. Appeal to the senses
6. Practice good housekeeping

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Merchandising Do's & Don'ts

7. Use your store windows effectively

8. Be creative in your display:

- Tell a story or have a theme
- Use proper lighting and props
- Use motion to attract attention
- Focus on best sellers and hot items
- Unless you're a pro, keep it simple
- Portray products in use

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Merchandising Do's & Don'ts

9. Don't forget signage...

- No hand-written signs
- Make signs short and sweet
- Create a consistent look
- Post only positive policy signs
- “Save \$10” instead of “10%”

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Merchandising Do's & Don'ts

Exercise #2: What's wrong in this Picture?

Have a look at the pictures of store fronts and merchandise layouts. Make note of any improvements you would suggest and be prepared to discuss with the group...

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Customer Service Excellence

1. Answer your phone
2. Keep your promises
3. Take the extra step
4. Throw in something extra
5. "Is there anything else I can do?"
6. Use your customer's name

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Customer Service Excellence

7. Tell customer's what you CAN do
8. Listen attentively to your customers
9. Allow irate customers to vent
10. Deal with complaints
11. Apologize and seek solutions
12. Keep an even, polite tone

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Customer Service Excellence

Exercise #3: Bad Service Experiences

Consider a bad service encounter you've had and share it with the group. Keep it general and don't name names! How could it have been handled better?

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Customer Service Excellence

Exercise #4: Bad Service Role Play

**We need 5 volunteers for this exercise.
Each volunteer will be given a script for their
role to act out. Each exercise should take
about 2-3 minutes.**

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Spotting Local Opportunities

1. Let your fingers do the walking
2. Observe business in your town
3. Buy an existing business
4. Brainstorm ideas in a business circle
5. Read newspapers and magazines
6. Be a distributor or buy a franchise

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Spotting Local Opportunities

Exercise #5: Local Opportunity Scenarios

Spot local opportunities - what goods or services are missing in your town? In groups, briefly describe what you could sell, to who, and from where. Choose from the list or identify another opportunity. Is there a business currently in operation that a new business could complement?

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Spotting Local Opportunities

- Organic foods/farming
- Health Foods
- Spa and health centre
- Specialty clothing for older adults
- Adult living community
- Activities/services for baby boomers
- Services for dual income earners
- Landscaping
- Travel and Entertainment

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Sharing Ideas

**What ideas do you have
for local business
opportunities?**

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Thank - You

Debra Coughlin

643-6652

Jason Higgins

729-5459

