

How To Sell Sewing Machines

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Introduction

Selling is the success vehicle of every business. Selling is the force that builds business. Selling is the real work of business.

Without sales, there is no business. It does not matter what kind of business you have or hope to build. You will never ever have a profitable business without selling.

You may have spent years and years training in your field. You may even be the leading expert in your field. You may have the very best service or product in your industry. You may have the biggest inventories of the best products. You may have gold plated door handles on your front door. You may have a huge corner office all your own. You may even have dozens of employees. Without sales you will lose it. Without sales, you can have no income, no profit, no success without sales.

The most important skill you need to master is selling.

Indeed, if you master sales skills, you can write your own pay check. If you work for someone else, you will become their most important employee. Effective sales skills are vital to every business. Simply, when you master and exercise effective sales skills, you become a valued part of every transaction. You become your own guarantee of success.

You can learn how to sell. What does it mean to sell?

You may be surprised at what selling actually involves. Many people think of selling in view of the stereotypic used car salesman.

No one wants to be lied to, conned, fooled, or manipulated into buying something they don't want or need.

A true sales person, does not want to put on a con job, or lie and cheat just to sell some trinket. Yet, some misguided sales people

will do almost anything to get the sale. Selling is not about lying, cheating, trickery, deceit, fraud, swindling, or bamboozling anyone. Selling is not about high pressure. Selling is not about fast talk. Selling is not about taking advantage of dim witted victims. Selling is not about hypnotizing your customers. Selling is not about having just the right words or the flashiest offer.

Selling is all about helping people. Serving the needs and wants of customers is everything. Selling is about building positive relationships. Selling is about people.

Here is a short definition. Selling is listening to someone and helping them get what they want or need.

Selling is listening to the interests, desires, and needs of the prospect. Selling is **empowering** another person to get what they really want. Selling is **informing** someone about solutions to their problems. Selling is **providing answers** to a person's questions. Selling is **satisfying their desires**. Selling is **revealing** what you have to offer. Selling is helping prospects process their pros and cons to make their best decision for them. **Selling is achieving a mutually acceptable basis for doing business.**

What skills are required for effective selling?

Effective selling requires connecting with the customer. It requires understanding people and their desires, dreams, hopes, fears, wants, and needs. It involves product knowledge to enable you to match the customer's desires with solutions you have available.

It involves good communication, explanation, and enthusiasm for the answers you offer. Effective selling entails helping a customer handle their objections, sort out their pros and cons, and fundamentally make a buying decision that satisfies their wants and needs. Once the customer has made the decision to purchase, the sales person needs to help them process the sale. Finally, once the sale is completed, the sales person must service the sale by providing the product, enable the customer to begin using their purchase, and follow up after the sale.

Effective selling begins with a fundamental **interest in other people**. When you meet someone, **you need to connect** with that person **quickly and positively**. Your mission is to learn the other person's name. Find out what their immediate and greatest desire is right now. You might ask, "What is your greatest desire? How can I help you get what you want?" Your words are not as important as your connecting with them as a person. Find out what is really important to them. Then offer your solutions.

Creating a connection with people is primary. True sincere interest in people is essential. You do not need any magic or magic formula. **You need a caring heart** and the ability to connect. The quicker you make a positive memorable connection with people, the more you will sell.

When you meet someone, stop and think. What are you thinking about? Are you thinking about what you are going to say next? Are you thinking about how you are going to impress the other person? Your thoughts must be on connecting and learning the person. Learn their name. Discover what is important to them. Find out their desires.

The single most important sales skill you need is the ability to connect with your prospective customer. When a customer knows you honestly care, they will treasure every opportunity to buy from you.

Expectations and Sales Goals

Every sales person needs reasonable expectations.

There are many different sales situations. When you approach a prospect in their home or office, it is called direct sales. When the customer comes to you at your office, store, or even at a neutral setting, it is called retail sales.

In direct sales, the sales person must create an opportunity or appointment to make a presentation to the customer. While some residents feel threatened by this type of sales situation, most business owners expect sales people to come to them especially for larger product offerings. Prior to the presentation, it is common for the sales person to spend considerable time, effort, and potentially repeated preparatory contacts. The sales person must earn the right to make a presentation. Failure to connect with the customer results in failure to earn the right to make a presentation. Without a positive connection, no sale is made.



In typical retail sales, the customer is in control of where and when they shop. The sales person serves as host or hostess as well as sales person. It is essential that the attendant make the **customer feel truly special**, welcome, and understood. The connection between sales person and customer is the basis upon which all sales are made.

Whether you are doing direct or retail sales, the selling process has six key steps. Virtually every sales interaction will follow these steps, whether it lasts several minutes or several months: Step one is **Prospecting**. Step two is **Cultivation**. Step three is **Presentation**. Step four is **Overcoming Objections** or helping the customer process pros and cons. Step five is **Closing** the sale. Step six is Servicing the Sale or **Follow Up**.

Sales numbers vary, but in the sewing machine store this is what you should expect.

Your market is typically 25 to 50 miles radius
from your store location.
How many people live here?

.3 % of your local population
will purchase a mid to high end sewing machine each year.
If your market population is 100,000 people.
 $.003 \times 100,000 = 300$ Machines Sold

- 10 Prospects Visit the Store.
- 9 Purchase Something
- 6 Receive Personal Presentations.
- 2 Purchases During This First Visit.
- 4 Delay the Purchase or Do not purchase.
- 2 Will purchase later, if you follow Up thoroughly.

Please note, unless a customer comes into the store just to pass the time of day or discovers the store does not have what she is seeking; **expect them to buy** something.

Your conversion ratio or sales ratio is the percentage of prospects that actually purchases compared to the people to whom you make a sales. (Sales Ratio = Sale to Presentation : or $SR = S:P$).

This ratio should average one sale to three presentations. For each three sales presentations, you should expect one sale. If you find that your conversion ratio is considerably lower such as 1 to 10, you need to improve your sales skills.

If you track your conversions including a reasonable period of follow up and find them to be lower (than 1:3) you should celebrate you skills and performance.

The ratio indicated above is 2 Sales per 6 Presentations or 1:3, but improves with follow up to 4 Sales for 6 Presentations or 2:3 ratio.

If your sales ratio is 1 to 1, you are not prospecting effectively. You need to find more prospects that you can interest in a presentation. You need to make more sales presentations.

If you are a sales person working on commission, the more presentations you make result in more sales and therefore more money in your pocket. If your demonstration takes 20 minutes, how many presentation could you make in a day?

If you find that you are only making one or two presentations per day, you must realize that you are throwing your money away. There are no sales without presentations.

If on the other hand, you manage to increase your presentations to six per day, you should expect a much bigger pay check. This assumes that your close ratio remains constant. If your close ratio goes down say from 1:3 to 1:10, you are losing money in a big way. If, however, you increase your close ratio from 1:10 to 1:3, you suddenly gave yourself a huge raise. Your goal is to perfect your sales skills to the point that you have a high number of presentations with a high sales ratio. This will always result in a big fat pay check.

Sales people often make the mistake of thinking that there are ideal products to sell and products nobody can sell. In part that is true. If you have a product that nobody wants, it can be difficult to sell. However, almost every product has someone who wants or needs it. For example, if you are selling manure. It can be a truly challenging product to sell to a cleaning service. On the other hand, it might be an easy sell to farmers, organic gardeners, or flower growers.

MY SALES CHECKLIST FOR TODAY _____

- _____ I AM A SALES PERSON AND TODAY I WILL SELL SEWING MACHINES.
- _____ I have my prospect list up to date and make the following contacts:
 - _____ Emails _____ Telephone _____ Postcards
- _____ I have _____ appointments set to Demonstrate Today.

- _____ My goal is to Demo at least _____
- _____ I am fully prepared to sell: machines today
 - _____ All Materials, Fabric, Scissors, Thread - ready
 - _____ Machines are Clean, Threaded, Turned On - Ready
- _____ I Greet customers with enthusiasm and a smile.
- _____ I redirect walk-in customers to show the WOW! 2 Minute Demo.
 - _____ I encourage repair customers to consider trading up.
 - _____ I use 2 minute demo to get opportunities for full demo.
- _____ I am excited to demonstrate sewing machines
- _____ I get the customer to sit down and participate in Sales Presentation.
- _____ I ask questions and listen carefully.
- _____ I use the Demo Tablet and write down customer's vital information.
- _____ I update Name, Address, Phone, Email and enter it on computer.
- _____ I find out the customer's current wants and needs.
- _____ I work with the customer to find her right machine.
- _____ I get the customer involved in the presentation.
- _____ I use my sewn out samples, and literature.
- _____ I affirm & help the customer feel it is her machine.
- _____ I ask for the \$\$\$\$. I use the appropriate closing techniques.
- _____ I help the customer work through any objections.
- _____ I establish VALUE. I write down Today's Offer on Sale Sheet.
- _____ I close the sale.
- _____ I expect 1 sale for every 3 presentations.
- _____ Today, I will sell _____ machines.
- _____ I follow Up.

Sewing machines usually do not sell to preschool children. The children might be interested, but they do not have the money and their adults might think the sewing machine could be dangerous for a small child. On the other hand, sewing machines sell like hotcakes to the right people. You might define your ideal sewing machine customer as a person (usually a woman) who wants to be creative and make beautiful things who also has the resources to invest in her hobby. In practical terms that usually translates into a woman, 50+ years old, with money and time to be creative.



Never ever allow yourself to think you are a victim. As a sales person, you have total control over your paycheck. More than anyone else in the world, the seller controls how many people are prospected, how many presentations are made, and how many people buy.

If your pay check is not as big as you want it to be, find more people to sell to. Make

more presentations. Sell more product.

You are in control. You determine the outcome. Take charge of yourself, your time, your skills, your prospecting, your presentations, and your results.

Prospecting

Prospecting is the practice of finding people interested in what you have to offer. There are many ways to find prospects.



To learn prospecting skills is a high priority. Indeed, you should strive to Learn everything you possibly can about prospecting and selling. Fine tune your prospecting skills. As a professional sales person, it is your responsibility to master the skills of prospecting in order to launch the sales process and complete it successfully.

Your company likely spends tens of thousands of dollars on advertising to draw prospects into the store, but you can increase prospects by using very effective personal techniques like Gift Certificates, Referrals, non-profit groups, and Group Presentations.

#1 KEY: Connect with the customer. Build a Positive relationship. Prove to the customer that you are more interested in them and their needs than you are in their money. Greet Every Customer and "Work" Every Customer. Always remember sales are made based on the quality of your connection or relationship with the customer.

Always keep in mind who you are. Know your job. You are a **Sales Associate**. Your job is to sell. **Your mission is to help people get what they want and need.** This is true even if they do not fully understand what that means early on.

Wherever you go, wherever you are; you are a sewing machine sales person. Everyone you see and everyone you meet is initially a prospect. Your task is to greet every prospect, connect with them, and discover how you may help them. Part of this process includes screening prospects for their interests. Since the products you have to offer are not necessarily wanted or needed by everyone, your task is not to burden the prospect. Instead, always respond to the interests, needs, and wants of your prospect. If they have needs you can help solve not involving sewing machines, help meet their needs now. Make the contact your friends by being their friend. Perhaps at sometime in the future the prospect or someone they know may be in the market for a sewing machine. At that time, the sale is yours.

How do you **find people interested** in what you have to offer?

Begin by examining your existing customers. What do they look like? What are their interests? What makes them special, distinctive, good prospects for your products or services?



In the sewing machine retail market, the majority of mid to high end sewing machines are sold to women over the age of 50. These women have the resources to purchase high end products. They have interests in creative expression. They may have specific interest in quilting, home décor, clothing construction, embellishment, or embroidery. The better you understand those who typically purchase your products and

services; the better you will recognize them before they become your customers.

If you understand what the prospect wants, you can help them get it. As a sales person in a sewing machine store, you have many products and services to offer beyond the mid to high end sewing machines. Sell what you have.

Caution:

Do Not Rule Anyone Out.

Do Not Prejudge

Caution: Do Not Rule Anyone Out. Do Not Prejudge. If a woman comes into the store with her purse, she has a purpose to shop and buy.

If you see someone dressed to the tee or in shabby clothes, do not judge their interest or ability to buy what you have to sell. You Do Not Have The Right To Withhold Your Product From Anyone Who Really Wants It! Your job as a sales person is to **empower the prospect** to get all the information they need, resolve their questions, and acquire their dreams.



Look for people wherever you go and wherever they may be.

Create Opportunities To Share Your Passion For Sewing Machines & Products.

You may use a variety of tools and techniques to promote your store, products, and services to the general community to

generate interest. Direct mail, TV advertising, Newspaper Advertising, and other promotional media is useful in generating interest.

As a retail sales person, you have two key ways to acquire sales prospects. First, you have the general promotion and personal contacts outside of the store. Second, you have those who visit the store and those who have purchased from the store before.

Set your own personal prospecting goals. Schedule and do specific activities daily, weekly, and monthly to reach out to potential prospects.

Example: Each day plan to make 10 prospecting contacts.

Use telephone, Post cards, email, etc.



Secure and follow up referrals.

Contact repair customers whose machines were repaired 6 months ago or that may be likely for trade in.

Contact leads, hot prospects, active customers, etc. and invite them in to the store for a personal demonstration or other activity.

Do not depend solely on walk in traffic.

However, when a customer does come in, connect with them.



Show them something you believe they would have interest in.

Find and Identify Potential Buyers.

Customers must come into the store unless you go door to door. So, bring 'em in.

Actively distribute your business cards everywhere.

Develop a personal prospect list to cultivate. Maintain an active prospect list (at least 50 prospects). Cultivate, process, and work that prospect list.



Consider everyone: friends, neighbors, relatives, etc.

Ask for referrals (Use the store Referral Program) and follow up.

Get and process prospect's vital information. Connect. Build Positive relationships. Update weekly.

Greet Customer and Connect-- Listen, Ask, Listen, Diagnose Desires & Needs.

Work Every Prospect. Don't give up until the customer has purchased everything they need and want. Don't give up until your customer achieve their dreams and feels fully satisfied with regard to your products and services.

EMAIL CONTACT:

The single most cost effective way to contact customers is via E mail. While there are several ways to accomplish this, it is suggested that you use Microsoft Outlook or the POS Email Manager. Follow their directions.



It is important when sending email to customers to always include the following: identify the store from which you are sending the email; identify yourself as sender, refer everyone to the website for additional information and timely postings; offer to remove their email contact upon their request and list your appropriate email address; encourage and invite people to come into the store.

REFERRAL PROGRAM:

Referrals are the life blood of sales. Not only is it essential to get all necessary information for customer service, it is vital to get referrals for expanding the sales. Experts contend that for every sale, there are five referral sales just waiting to be processed. This is the easiest and best way to find new prospects.

Be very liberal about giving out your business card to everybody. Give new customers several cards and challenge them to give them to their friends, relatives, and others. Use Gift Certificates.

ASK For Referrals! Give customers incentive to give you their referrals.

ALWAYS follow up on every referral. It is like gold just waiting for you.

Give the special "I love this store..." referral cards to customers and encourage them to hand them out freely. Reference your instruction sheet.

How do I GET REFERRALS?

Pass out Business cards liberally. Hand out 10 cards per day outside of store. Hand out many more inside the store.

Ask for referrals. Pay for referrals. Ask groups for referrals. Hold contests between groups to generate referral sales.

Create Events to Demo For Groups & Follow Up for Personal Demo.

Promote at Clubs: Every club meeting should include a 5 Minute Demo

Promote at Class: Every class should include a 5 Minute Demo & Selected Products To Sell



CUSTOMER INFORMATION

Get It! Type It! Keep It! Use it!



This information will enable you to at least double your sales.

Use the Customer Profile record, find out what sewing machine and other equipment your prospect has. Record their desires, needs, and wants.

Over time work to help your prospect get everything they wish for in terms of sewing and quilting equipment, supplies, and materials. Help them build a wish list. Then help them get everything on the list plus lots more.

This information is your telescope to dozens of repeat sales. Talk about their next machine or next big purchase in a way that builds expectancy and anticipation for the customer. Similarly, the Service Information helps keep track of the problems the prospect has, when their machine was last serviced, and when it may need to be replaced.

KEEP THE CUSTOMER RECORDS ACCURATE!

Sell a low end sewing machine.



Follow up and sell a higher quality sewing machine or a serger.

Continually work to build rapport and strengthen your selling relationship with each customer.

Follow up and sell again and again.

The customer will love you for your attention and service.

How to get Demos: Demo To Everybody -- ASK with enthusiasm.

Cross Sell: When customer comes for 1 thing, always meet their needs first. Then redirect to show another item and another. Create and motivate interest.

Turn Repairs Estimates into Sales Opportunities & Demo.

Set Demo Appointments: Personal Demo just for them.

EVERY CUSTOMER NEEDS TO BUY SOMETHING TODAY!

That is what it means to be a customer.
A customer is someone who buys.

Remove the blinders, by showing, showing, showing.

3 Demos = 1 Sale. When the customer asks about needles, guide them to a demo on sewing machine or serger. When they ask about fabric, demo, demo. Cross Sell Every Day. Expand their horizons. Inspire new possibilities.



Always Be Prepared

You never know when opportunities will arise.

When you least expect it, the door swings wide open. Do not get caught "with your pants down" or unprepared. Keep ready at all times to connect with the customer. Be ready to meet their needs by selling them exactly what they want.

Dress Right to sell. Be Professional. Dress professionally. The more professional you look, the more you will sell. Clothing should be neat, clean, attractive, and representative of the high quality store we have. (Business quality pant suits are acceptable, however, shabby jeans, tank tops, or revealing garments (B-B-B) are not.)

Represent the store in a positive manner at all times.

Punctuality and dependability are essentials. Never leave the store unattended during standard store hours without specific instruction from a Manager. Always be early and ready to open on time.

Maintain appropriate personal hygiene. No form of swearing, cursing, harsh talk, or gossip is permitted. No bizarre body art, hair color, or other extreme or distracting clothing will be permitted. No smoking, alcoholic beverages, or pets are allowed in the stores. Leave personal problems and frustrations at home.

Do not discuss your pay with other staff. Compensation is considered extremely private.

Maintain an attractive clean and functional store. It is vital for selling. Keep all samples looking crisp, new, and fresh.

Each sewing machine should be set up for optimum display value with samples, and sewing supplies at the ready for quick and easy demonstrations.

Sewing machines should be clean and well dusted. Sewing Machines should all be threaded, adjusted, and ready to sew. Sewing Machines should have their lights turned on. Make sure each sewing machine is working properly before you show it to a customer.

The demonstration materials, scissors, and other samples should be ready for immediate use.

Make sure you practice your demonstrations until they are quick, easy, automatic, and natural.

Always greet customers in an enthusiastic and positive manner.

Remain available to assist customers as needed.

Represent the store in a loyal and positive

manner. Treat customers and other staff with respect.

Remember selling is empowering another person to get what they really want.

Selling is listening to their interests and desires. Be ready to meet the needs of the prospect. **Selling is informing** the prospect of what you have to offer. **Selling is helping** prospects process their pros and cons to make the best decision for them. **Selling is achieving a mutually acceptable basis for doing business.** Always be ready to sell.

While connecting with the customer is vital, store information must remain confidential. If a customer perceives the store is struggling or that prices are out of line,

you will give them additional reasons not to buy from you.

Always be ready to collect vital customer information. It is essential for sales and customer service. Make sure to get, record, preserve, and use this information effectively.

Be prepared with follow up materials. When a presentation is made, and the customer delays making a final purchase commitment, give the customer a Follow Up Packet. After every sales presentation:

Give the customer either a Follow Up Decision Packet (Including: sales offer copy, machine brochure, added benefit card, store brochure, business card, and any other helpful items you feel will help close the sale.) OR a copy of the Added Benefit Package with the new machine.

Send THANK YOU CARD within 24 Hours – For The Sale or For Opportunity to share the Presentation.



Record Demonstration or Sale in the point of sale system.

Set up detailed follow up plan.

Keep the stores neat, clean, orderly, and attractive.

Regular cleaning of restrooms, vacuuming of floors, dusting of machines (displays, furniture, etc.), and emptying garbage shall be

a part of the job in every store for every employee. Be ready for customers.

Maintain an atmosphere ideal for selling. Maintain a positive friendly environment.

Always be prepared to sell.

Connect With Each Customer

There has been considerable discussion about connecting with your prospect and how important it is to build positive relationships. Connecting with people, cannot be over emphasized. It is the fundamental key all sales.

When you meet someone new, they should be the entire focus of your attention. You have only a minute and a half to connect. You want to know their name. You want to know their immediate concerns, problems, needs, issues, and desire. You want to know what is truly important to them. You want to know how you can help them, satisfy their desires, and meet their needs.

**Find out everything
you can that might help you
help them.**

Find out everything you can that might help you help them.

Are they married? Do they have children or grandchildren? What kind of house and neighborhood do they live in? How do they make a living? Why do they sew? Why would they be interested in what you have to offer? What projects do they enjoy? Who do they

sew for? What kind of projects would they like to do? What features did they have on their old machine? What features would they like in a new machine? Learn everything you can about your prospect, their dreams, desires, and fears.

You will have other customers, however, when you examine the common traits of your customers, it will enable you to better understand your customers and connect with their needs and wants.

Take A Look At The Sociology of Generational Groups: Seniors, Baby Boomers, The Y Generation, The X Generation, and The Tweeners.



Seniors worry about running out of money. They feel they have lost the good life. They want to feel good experiences.



Baby Boomers are Anxious to Retire. They are busy setting up their future after work. Usually they have more money than ever. Average Baby Boomer Household Income \$85,000 in the US.



The Y Generation are those between the ages of 35 and 50. They typically want respect as adults, Career, identity, and status are very important. They tend to talk a lot. They may appear opinionated. The average Y Generation household Income in the United States is \$70,000. Their spendable income averages \$1,000 per month.



The X Generation are those 20 to 35 years old. They tend to be big spenders with strong home focus. They make decisions by brand and reputation of the product and store. They want loads of information, and believe in making only well informed decisions.

They want to buy fun. The experience or event of the sale are very important. These customers need fast easy projects for immediate gratification, but they want quality.

This age group actively reads magazines like Better Home & Garden . Their average household income is \$55,000 and their average spendable income per week is \$450 per month.

They love the high tech connections of email and internet. One analysis claims, that 87% of the X Generation will view their email daily. They demand more information and are very conscious of brand, quality, image.

They want choices – the more the better. They want to personally and independently express their creativity.



The Tween Generation are those between the ages of 13 and 17 years old. They are most easily reached through Parents or Grandparents. If you watch the internet you may have notices the rash 12 year old designers. They make ugly beautiful. They love shows like Project Runway.

Younger Sewers (Under 50)	Weekly	Older Sewers
Garment	53%	43%
Crafts	25%	8%
Home Dec	9%	14%
Emb	4%	12%
Quilting	4%	78%

KNOW YOUR CUSTOMER

A retail clerk focuses only on completing the transaction. A clerk stands at the cash register pressing buttons on the cash register hardly even aware of the customer.

In contrast, a **sales person is focused on the customer. Effective sales are always customer centered.** Sales result when the salesperson understands the customer and fulfills the customer's desire or relieves her fears.

The better you understand your customer; the better you will satisfy her desires.

Knowledge and understanding make sales and service easier, more effective, and more satisfying for both the salesperson and customer. *"Consumers buy products for two reasons-the rational reason and the real reason." The real reason is often unspoken and emotional.*

What do you need to know about your customer? **Name, Desires, and Fears.**

Name. How does she see herself? Who is she? Who does she want to be?

Nothing is more important to a person than their name. It is more than just their name. It is essential to see and understand the person herself: personal identity, self respect, self image, and personal inner values. How does the customer feel about herself – her gifts, skills, interests, creativity? If you understand, how the customer feels about herself; you can inspire, confirm, and support her desires. Always affirm her worth and her value.

Desires. What is her passion, her dream? Why does she want to buy?

There are some basic wants that we all share: safety, security, productivity, creativity, love, honor, legacy, pride... If you listen and understand your customer, you can speak to her desires and satisfy them. Desires are the underlying reasons for our choices and actions.

Why would a person want to buy or do sewing, quilting, or embroidery?

Personal satisfaction. Creative expression. Legacy. Blessing. Service.
Your enthusiasm for her desires is powerful. Affirm them repeatedly.

Fears. What turns her off?

What is she afraid of or need to avoid? What holds her back?

Some of the common fears include loneliness, insignificance, poverty, ill health, loss, being forgotten, being ignored, failure, lack of productivity, etc. We often worry with dread, anxiety, and self doubt hiding ourselves from others.

What fears, doubts, or anxieties prevent her from getting what she wants?
To avoid embarrassment; To avoid feeling like a failure or forgotten;
To avoid frustration and disappointment;
To avoid fears, doubts, failure, begin forgotten, etc.;

Help the customer overcome her fears, and she will launch not only a purchase but her passion with confidence.

Your mission is to empower the customer. Relieve their fears. Inspire and encourage their desires. Satisfy the her as a person. Listen. Ask questions. Speak to the customer's name, desires, and fears. Sell features and benefits that satisfy her desires and overcome her fears. When a product purchase fits the customer, her desires, and avoids her fears; the purchase becomes truly satisfying for customer and sales person. Your enthusiasm and commitment to genuinely meeting her needs goes far beyond the impersonal act of clerking.

Attitudes Matter

The attitude of the sales person sells or kills the sale.

Wayne Gresky said, "I missed 100% of the shots I never took."



Be a fun person. Project a fun environment. Sell quality a fun experience – not price.

Never woe is me. Customers do not care. They come to be inspired!

How do you make the customer Feel???

How do you want to be treated as a consumer?

Empathize With Your Customers.



Put yourself in their shoes. Typically you may have poor mechanical skills. You may need lots of help. You may have sensitive feelings. You may have pressure from kids, grandkids, or a husband. You may struggle with your finances. You have real wants, needs, frustrations, and dreams.

If you can inspire your customer to rise above their struggles and embrace their possibilities, they will love you forever. You can only do this if the customer truly believes you understand and care

about them.

Most importantly, customers must be satisfied when they leave the store.



Seven Key Questions

Every Customer Must Have Answered Before They Buy.

Why should I buy?

What features do I really need (WANT)?

What machine will meet my needs?

Is this the right machine for me? How will I feel using it?

How can I afford this machine?

Is this my best buy? Is this the right place to buy? Is this the best deal? If I wait, can I get a better deal or lose this great deal?

What will others think?

Your likes and dislikes do not matter. Your desires do not matter. Your preferences do not matter.

The only thing that matters is that the prospect trusts and believes in you. They must feel and believe you are personally interested, committed to, and dedicated to solving their

problems. The prospect must believe you care about them. They must believe you will give them what they want.



What if you made a strong personal impression and positive connection with each prospect your encounter? Can you imagine how many sales you could make?

One mistake many sales people make is to attempt to break the ice by giving some shallow compliment to the prospect. Unless you have something that is genuinely remarkable, avoid it.

If a customer comes into the store wearing a beautifully embroidered, jacket. You might ask, "Did you do that? It is beautiful." If she is wearing standard street clothes, jewelry, or shoes, note it in your memory, but do not risk an embarrassing moment.



Avoid the appearance of false interest, aggressiveness, or impropriety.

Once you have a prospect, you must **Cultivate The Prospect**.

Actively work to turn prospects into buyers.

Fill out, study, and use the Customer Profile Forms and POINT OF SALE SYSTEM to lead you to what the prospect wants.

Send Point Of Sale System cards and emails. Make phone calls. Set appointments to do Personal Demonstrations.

Celebrate every customer who comes in looking to buy, but depend on your own initiative to insure the creation of sales opportunities.

Give everyone who comes into the store a quick 2 minute demo on the most exciting new advances, features, or benefits. Seek the opportunity to give full demo.

Talk about their next machine.



Keep it upbeat, enthusiastic, and fun to talk about their next project, machine purchase, etc. Studies have shown that it costs \$900 to bring one new customer into the store through standard advertising.

Similar studies have also revealed that 85% of all sales are from repeat customers.

Therefore it is essential to develop accurate detailed complete information on as many prospects as possible; and mine that prospect list again and again. Make a strong connection. Cultivate strong relationships. Follow Up thoroughly.



Questions For Success

Why would anyone come into your store?

What do you do to give them reasons to come?

How do you inspire customers to sew, quilt, or do embroidery?

What does a customer see when they first enter door that would cause them to be inspired, excited, or ready to buy? Displays, Signage, Neat and Clean...

How long does it take between the time the door opens and you greet the customer?

30 Sec or less; 1 Minute or less, do not do it??

What do you say when greeting a customer?

"Hi, great to see you today." **NOT** "Can I Help You?"

How do you engage the customer and help them find what they need or want?

"What fun project are you doing now?" "Have you seen...?" "Can I show you..."

"Oh, look at this?"

What attitude does the customer see from you when they enter your store?

Blaise, Weary, Disinterested or Excited, Enthusiastic, Bubbling Over

When a customer appears ready to buy, what do you say?

"How would you like to pay for this?" "Can I ring this up for you?"

"Ok, you ready to take this home today?"

When a customer approaches the check out counter, what do you say?

"Is there anything else you need for this project?"

"Are you sure you have enough needles, thread... etc. "

What do you say when the transaction is completed?

"Thank you." "Can I help you carry...?" ? Punch Card Program?

What do you do after the customer leaves?

Send a thank you post card. Schedule a thank you phone call.

World Class Show Demos

In sewing machine sales, two terms are used almost interchangeably. The terms are sales presentation and sales demo or demonstration. While there is a huge difference between these two terms generally, when it comes to sewing machine sales, they become exactly the same.

Generally, we think of sales presentation as a sales person informing the prospect of all the reasons and benefits of buying a product. A demonstration may include flip charts, power point slide shows, and various other tools of selling.

In sewing machine sales, the tools of selling are just a bit different. The tools consist of the sewing machine, an information packet, and actual demonstration of the features, benefits, and capabilities of the sewing machine.

Therefore, the term presentation is a bit broader than demonstration, but the focal point of the presentation is the demonstration.

The sales presentation involves Demonstration, Motivation, Stimulation!

**Your Goal Is
To Create A Desire To Buy!**

Your goal is to Create a desire to buy.

To achieve a smooth flowing presentation it is essential that you Learn and develop product demonstrations for each machine. Master a simple demonstration starting with the most basic features and expanding to the more complex. Then use the same basic demonstration on all different models. You simply add demonstration of the added benefits as they come in the sewing machine line.

**Master
A Two Minute Wow
Demo!**

Master a quick 2 minute WOW demo and keep it ready to put on the show at the "drop of a hat".

Use the proposal or sale book to take notes on demonstrations and give one to the customer and keep one copy. Type the information into your computerized POINT OF SALE SYSTEM for easy access and tracking in the future.

**Built Rapport.
Be Enthusiastic!
Smile And Greet The Customer.**

Build Rapport. Smile and Greet the customer and help them feel relaxed and welcome.

Avoid trite comments like, "May I help you?"

Instead, introduce yourself and get the customer's name. Write in your brain in permanent ink. Or use paper and pen or even

your hand. Repeat their name until you are sure you have it forever. Do not become obnoxious in the process.

**Become The Customer's Best Friend
Within 1 – 2 Minutes.
Help Them Feel You Are There Just For Them!
Make Customers Feel Special!**

Your mission within the first minute of meeting someone is to become their friend. You are the host or hostess for your store. Welcome the visitor much like you would a very important guest to your home. Make them comfortable.

Guide the prospect into a general non threatening discussion of her recent projects, interests, etc.

With the customer in mind and targeting her needs, get the customer's attention with a quick enthusiastic 2 Minute WOW! Demo.

People get excited about whatever you are excited about, and it only takes a few seconds. The better connection you have with the customer and the better you know the customer, the easier it will be to get them excited.

**Enthusiasm Is Electric!
Spread It Around.**

Start with what they can't get anywhere else. If the customer has come for needles, or thread, or something else; seize the moment to WOW her with something she can get excited about.

Sell The WOW!

Get the customer to sit down beside you. Pull up a chair. Slap your hand down on the chair, and say, "Sit here please."

Do your quick 2 Minute Demo. Affirm your excitement and expect the customer's excitement. "Isn't this the greatest!"

Observe your customer carefully, if they show a high degree of interest, ask them "Can I show you some more?"

Keep a finely tuned 5 Minute & 20 Minute Demonstration for each machine ready to go at a moment's notice. If the customer shows additional interest, ask her if it would be OK to show her some more. If agreeable, launch into a full sales presentation and demo (keep it short, no more than 20 to 30 minutes).

Remember, your job is to meet the customer's needs and desires. Not yours.

Polish Your Demo Make It A World Class Demo

Determine exactly what the customer wants or needs.

Listen intently for clues. For example generally an entry level customers wants an Auto Needle Threader, Stitches that are adjustable for length and width, easy reverse sewing, snap on feet, and automatic one step buttonholes.

Identify what your customer wants and needs, and simply give it to them.

If the customer is in a hurry, tell them you would be happy to show them much more anytime.

Ask questions. Listen. Engage. Remember "Talker is Buying".

Get the customer to tell you how to sell to her.

**Let The Customer
Tell You How To Sell Her**

As you proceed with the demonstration, get your **demo tablet** or sales sheet out and begin writing down the customer's Vital Information: What do you need? Name, etc., What do they already have? What do they want? What would they like to do? What are their hopes and dreams? Ask Questions, and LISTEN.

Choose a beginning point to address their needs and desires. Often, the best to start is with a mid level machine unless they say, "I want the best." Or give some other similar indication.

Then sell up or down as appropriate. Your goal is to find the "right" machine for the customer. It does not matter what brand. It does matter that the machine meet the customer's needs and desires.

Demonstrate the machine. Highlight features and benefits. What will this machine do for them? Show them the basics & the WOW! Keep demonstration notes on the demo tablet and make offer on the sale form.

**Sell The Benefits. Answer
The Key Question
Why Do I Care
About This Feature?**

Eventually, you need to make an offer, keep one copy of the demo report and give the customer a copy. Date the copy and explain that the offer is good for only ___ days. (A \$5 deposit may hold the offer for up to two weeks unless a nationally advertised financing package is involved. Adjust as needed.) Build urgency or watch your sale fizzle with the press of time.

The DEMO IS NOT A CLASS. Don't confuse the two. Demo must be quick and easy – look quick and easy. Avoid too much detail.

If asked for more details, offer to teach on their machine after sale. Or at class. "I'll teach you all about that in class."

SAMPLE DEMONSTRATION ONE:

A simple way to insure you can demonstrate all the machines is to stitch out straight stitch, zig zag, satin, a decorative stitch, and a blind hem on each and every machine in the store. While you are training, schedule about thirty minutes every day to practice your demonstration skills with or without a customer.

Sew out the following:

Straight Stitch on 2 Triangle pieces of fabric (Silk and Cotton on bias) and add a piece of denim folded over and lengthwise, folded again and again until you have 8 layers.

Show pivoting ease, stitch quality, and penetration of denim. Demonstrate the leveling foot and electronic foot control if these are on the machine.

Super Demos Sell!

Proceed to sew out a Zig Zag & Satin Stitch on material to illustrate a tee-shirt Neck and Stretch Stitch. This stitch is so strong you might say something like, "If you can break this stitch I'll buy the machine for you. If not, you can buy the machine today. OK"

Demonstrate how easy it is to do Buttonholes on Wool fabric. Follow with sample sewing of Bar tac, and Darning Stitches Sew. Sew on a Button using the button foot.

Demonstrate a Blind Hem stitch (You may include overcast and basting stitches with the blind hem stitch.) NEBS pre-wound bobbins can streamline your demonstration think about keeping a few handy Demonstrate Decorative Stitches using a Winged Needle on lace.

Feed a Ribbon while sewing a ladder stitch. Demonstrate with Stretch Elastic, Entredeau (Between 2), or other fancy stitches.

If your machine has embroidery capability, demonstrate how quickly and easily you can transition from sewing to embroidery. Load a design and demo lettering. Show what is available on this machine. Have the customer touch the screen. Get them involved. Identify the Alphabets - "touch B...aby Lock. You just programmed your first letters." Show an easy Frame, and set up to sew out a quick 4 Min Embroidery example.

**Use All Your Tools
Sample, Brochures,
Added Benefits Package
To Sell!**

Use pre-sewn samples to enhance and abbreviate your demonstration. Remember, the purpose of the demonstration is to show the customer the benefits and features of the machine – not to teach a lesson or just to show off you skills.

Use the **product brochure** to augment and support your sales demonstration. What is in writing is often more powerful than what we say.

Use all the tools available to you to make the sale: Sales Presentation Book, Quote Sheet, Follow Up Packet

Make customer comfortable with machine, store, and other employees. BRAG Avoid talking about competitive machines, highlight what we offer and avoid putting down the competition.

Get the customer to touch, adjust, and sew on the machine herself. "Try it! You'll Like It!"

**Touching Is Buying!
Sell By Getting The Customer
To Touch Their Machine. "Try
It! You'll Like It!"**

Is this the right machine for you?

Tell me more. Do you like this stitch? See how easy it is to... on your machine.

ESTABLISH VALUE:

You are NOT selling just a machine. You are meeting a need. You are satisfying dreams and desires. How does the customer win by doing business with you?

**Establish Value!
Help The Customer Believe
This Buying Decision Is The Best!**

Internet sales offer inferior quality, no warranty, no classes, no service, no technical support, Zero.

Create Your Own Value! Sell yourself and your store.

You must believe in yourself, your store, & your product.

Use the Sales Pad. Put up signs. Use Certificates.

Never let a customer miss the added values you offer!

You are selling yourself, your store, and your services as a package.

**Sell Yourself
Sell Your Store
Sell Your Added Benefits**

Make sure the customer knows every bit of it.

Write out the sales offer details.

	Don't Say It	Write It.
MSRP Price		
Special Benefits		SX
Classes		\$X
Service		\$X
Gold Standards		\$X
Unlimited Tech Support		\$X

WRITE Don't Just Talk.

Write the values clearly on the demo pad. Write the MSRP price. Add it all up. Then Write TODAY'S Best Price. Show it to the customer. Don't say the price, because often customers think

you are just pulling a price out of thin air. They want to know the bottom line. They want to know the machine is worth the price.

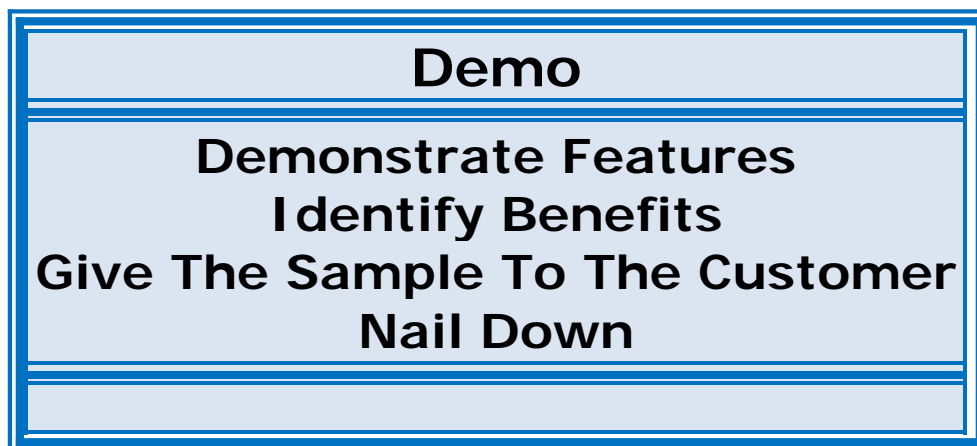
Give one copy to the customer and keep one. Use your Point Of Sale System is in place, type demonstration notes into POINT OF SALE SYSTEM.

Ask additional questions & listen for clues to guide you further.
Manage objections as necessary.

DEMONSTRATION TWO:

In this demonstrations, most everything stated above still applies. The added ingredient here is a simple formula of progressive demonstration, emphasized benefits, and a "nail down" or affirming action.

Using a variety of fabrics including woven and stretchy fabrics, proceed to demonstrate from the simplest straight stitch through the more complex stitches. Always answer the unstated question, "Why do I care about this?"



Straight & Zig Zag

Demonstrate a basic mid length straight stitch on standard cotton fabric.

Show an anchoring stitch or reverse stitch, and then switch to a 2.0 to 2.5 wide and 2mm long zig zag stitch. Sew off the fabric. Trim the threads. Hand the fabric to the customer.

State the benefit of this stitch. "See how consistent each stitch is, this will make it so easy to sew seams on ---- children's clothes." (Connect with the interests of the customer.)

Nail Down the observations, feelings, and interests of the customer. This can be done by asking a question, "Wouldn't you like to have a stitch like that on your new machine?" You can also use non verbal language to relate, but always make sure you nail down the customer's observation that this is the kind of stitch she really wants.

"Yes."

Overcasting Stitches

Demonstrate a standard zig zag over the unfinished edge of the fabric. Only go half way down your demo cloth. Then select the 3 Step zig zag stitch and sew overcasting the rest of the unfinished edge of the fabric.

Hand the sample to the customer. Explain how important it is to have a variety of overcasting stitches to insure the proper lay of the fabric. Point out how much better the 3 step zig zag does over the regular. This is why you need many different stitches when you are sewing. This way you can have exactly what you need when you needed. And when you buy from us, we teach you all these neat techniques.

Now nail down the customers observations. "Wouldn't you like to know you have just the right stitch when you need it?"

"Yes."

Continue the same basic approach covering blind hem stitches flat and folded, decorative stitching, multi-directional stitching, button holes, and other features of the sewing machine.

Many people are impressed with sewing on denim. Therefore, using the same basic format (Demo - Feature - Nail Down), continue to demonstrate sewing on denim.

Cut a large piece of medium weight denim 10" by 10" or so. Fold the denim in half. Sew a straight stitch half way across on one end. Fold the fabric again (forming 4 layers), and continue sewing (use hump jumper or foot leveler features as needed). Finish the seam. Show the customer what the seam looks like with 2 and 4 layers. Then put the sample back in, fold again and sew on 6 layers by. Then fold again to sew on 12 layers of denim.

You can also do a variety of other stitches with the denim demonstration, however, care is required when sewing over humps and down humps.

**MAKE YOUR DEMO
A REAL SHOW.
BUILD EXCITEMENT!**

You might explain that if a machine cannot sew on two layers it is not worth bringing home. Most inexpensive machines can sew on for layers OK, but only better sewing machines can sew up to 12 layers of denim with such beautiful stitching.

Nail Down: "Now is this the kind of machine stitching you really want."

"Yes."

When you complete the demo, quickly trim away any excess threads. Sew the bundle of samples you have just sewn together. Hand the whole bundle to the customer. Tell her these are hers.

The fundamental concept of this second demonstration is to constantly reinforce the customer's observations. If you find that you are at the wrong machine, switch. You must find the right machine for the customer.

Price is sometimes an issue. If you have your MSRP prices listed in a demonstration book, or next to the sewing machines; the customer will automatically adjust her perception of value without you making it an issue.

NEVER SELL PRICE!

During the sales process, expect objections. Anticipate the most common ones, and preclude them.

The customer may object to price. Preclude the value issue. Before the issue arises, build value. Help the customer understand the benefits, and affirm the machine is well worth the price.

Always remember your job is to empower the customer to make the best buying decision for them. Try to prevent them from cheating themselves without knowing it.

CLOSE PRESENTATION:

Ever Customer Must Leave With Either A Sale or A Packet.

Ask and Collect the Money.

Expand Sales Opportunity With Follow Through & Follow UP.

Give Customer Complete Packet: Brochures & Sales Offer.

Mail Thank You Card.

Phone two days later to follow up. Don't let a sale just slide by, keep after it. Help Get Your Customer What they Really Want And Need.

SALES DO'S

Learn everything you possibly can about selling. Fine tune your sales skills. The company will assist you with a variety of trainings and learning opportunities. However, as a professional sales associate, it is your responsibility to master the sales process and use it effectively.

The selling process has six key steps. Virtually every sales interaction will follow these steps, whether it lasts several minutes or several months: **Prospecting, Cultivation, Presentation, Overcoming Objections, Closing, Follow Up.**

#1 KEY: Greet Every Customer & "Work" Every Customer.

Use pre-sewn samples to enhance and abbreviate your demonstration. Remember, the purpose of the demonstration is to show the customer the benefits and features of the machine – not to teach a lesson or just to show off you skills.

Use the **product brochure** to augment and support your sales demonstration. What is in writing is often more powerful than what we say. Use all the tools available to you to make the sale: Sales Presentation Book, Quote Sheet, Follow Up Packet

Overcoming Objections

In every situation, the customer must resolve their decision making issues. Some people make quick snap decisions with very little information. Others take years to finally make a buying decision.

The customer must have all the information she needs to make an informed decision. The customer must believe in the product. She must feel confident that she is making the right decision.

When a customer buys a ten cent item, she gives it very little thought, but when she risks hundreds or even thousands of dollars on single purchasing decision, it takes courage, resolve, conviction, desire, passion, excitement, and a load of other feelings. A long list of issues, fears, doubts, and anxieties hold her back and resist falling over the purchasing edge.



The task of the sewing machine sales person is to provide all the necessary information, support, and encouragement to empower the customer to process their concerns and achieve their dream of owning that wonderful sewing machine.

An objection is not what many people think. It is not a customer saying, "I don't want it. Leave me alone."

Instead, the customer is struggling within themselves over very personal worries, uncertainties, and fears. The customer thinks

to themselves and only occasionally verbalizes her thoughts as "objections".

"What if I get this sewing machine home and it doesn't work?"

"Where am I going to get the money for this?"

"What if I can't pay for it?"

"What will I have to sacrifice to pay for it?"

"How do I justify buying this? There are so many other things I need."

"What will my husband say?"

"Is this really the best sewing machine for me?"

"Do I really need all these frills?"

"Will I really use a machine like this?"

"Where will I put it?"

"If I get this, what else will I need to go with it?"

Truly the customer who verbalizes objections is really calling for help from the sales person. "Help me resolve these issues so I can get what I want!"

In order to make a decision about anything, we must consider the upside and downside.



Help your prospect work through this process and what works best for them.

Do not create objections for the customer, but be ready to support, encourage, and guide the customer to their best possible decision.

Listen! Listen! Listen!
Anticipate the customer's concerns.

They may question the value, price, quality, features, benefits, etc.

It is your job to help them find solutions.

Fill out a paper sales offer form when a sewing machine demonstration is drawing to a close.

1. Record the prospect's name, address, phone number, e-mail address, the specific machine or machines demonstrated. Write down the value of the machine.
2. The MSRP or Manufacturer's Suggested Retail Pricing sets the value of the machine only if you use it and place it in front of the customer.
3. List all the benefits of this product plus all special added benefits offered by your store.
4. Then Write Down The Offer Price! Don't say it. Show it to the customer. Let them see the value, benefits, and savings. Once the customer agrees, write your name and date. This is the closing OFFER.

Here are some of the more common objections you might encounter selling sewing machines.

"I have to ask my husband."

This is a very valid objection for many women, and an excuse for others. To find out for sure whether this is an obstacle to the sale, follow up with some clarifying questions.

Is this the right machine? Is this the machine you want?

-Give the proposal to the customer and explain that the offer is good for no more than 5 days. (Consider financing options and issues.)

-I can run the credit card or Application. If you are approved try the machine for 2 weeks. This gives the husband the courtesy of consulting him. If you decide this is just not possible for you, you can bring it back no questions asked.

-OR a \$5 deposit will hold this offer for two weeks, if you decide you don't want it, I'll give your deposit back to you.

"I need to check..."

When we feel pressured, we often attempt to delay a decision. Attempt to bring clarity for the customer to assist her decision making.

Is this the machine you want?

I can hold this deal for you for 2 weeks, if you make a \$5 deposit today. If you just can't do the deal, I'll give back the deposit no questions asked.

"I'm Not Ready."

If you have been really listening to the customer, you should an idea about her concerns. But getting clarification helps everyone.

Tell me, why not doing it today?

If \$\$, discuss payment plans, options, Layaway etc.

If justification issue.... If unsure of value of machine... list value items in print.

You success in closing the sale depends on how well you connect with your customer and understand her wants, needs, and concerns.

"I can get it on the internet for... or So & So will give it to me for..."

Again your success in closing the sale depends on how well you connect with your customer. If you customer believes you sincerely care about her best interest, you can win every time.

Without being obtuse, you must convey, "I understand, but that way you can't get me."

**Avoid Pricing Games.
Establish Value Repeatedly & Emphatically.
Reveal How Customer Wins!**

Avoid pricing games. Establish Value. Hold Price & Value.

Answer the key question, HOW DOES THE CUSTOMER WIN?

Show Added Value. Sometimes the customer wants confirmation from someone they perceive to be higher in authority. This works much like the auto dealer sales process where, you as the sales person realize the customer needs confirmation.

At this point, explain to the customer that you have made the very best offer you are authorized to make. However, you will ask your manager if there is anything more that can be done to sweeten the deal.

Introduce your manager for the Manager's Closing: The manager restates the offer, but adds some ingredient to sweeten the deal. Example: Offer 30-60-90 days 20% Off on Business Card with Expiration Date good toward purchases of accessories or supplies. Highlight the real benefits of working with you instead of someone else.

**Manager's Close:
A Final Deal Sweetener
Can Seal The Deal!**

Customers who purchase from mass merchandisers or over the internet, have no local service, support, or personalized commitment to the customer. In most cases, internet sales consist of out dated products, unwarranted products, or illegal products. The quality offered by mass merchandisers is very low by comparison.

Rather than denigrating the competition, simply hold your ground. Explain, "I understand that you can buy from someone else, but nobody else will be as committed to you as we."

At this point you might reach for a testimonial book. It is a great idea to get customers to write their testimonies concerning your support, service, and products. It is amazing how much comfort it can give a customer to read the words of another customer

who struggled elsewhere and now rejoices that they found your store.

Whenever you have a delayed closing on the sale, follow up! Follow up within 24 hours – 3 days – 1 week as needed to assist the customer. Don't lose a sale because of laziness or forgetfulness on your part. Do not allow the customer to leave a sales presentation without three things:

1. **A Store Follow Up Folder** including added benefits only available through your store, a brochure on the machine offered, and a business card.
2. **The samples you sewed** during your demonstration with all threads trimmed and all samples sewn together neatly.
3. **A Positive Connecting Feeling** with you and your store.

YOU DO NOT HAVE TO BE
HIGH PRESSURED
TO HELP THE CUSTOMER MAKE A DECISION!

The worst thing you can do to a customer is decide for them that they can't afford it, can't master it, don't deserve it, etc. Never tell a customer or think it – "This machine is too much machine for you." You have no right to prevent the customer from getting what they really want. Your job is to enable them to get what they want.

Closing

Continuous Close Technique

Use of the Continuous Close based on the initial connection is highly effective.

During your demonstration, continually point out benefits and ask "nail down" questions. The psychology of the continuous close is to make closing a natural preprocessed experienced. Instead of waiting until the demonstration is over to ask the customer if they want to buy today, ask the question in tiny agreeable doses while your demonstrate.

For example, begin your demonstration with showing a strait stitch, a reverse, a zigzag or other stitch. Take the demo sample out of the machine and hand it to the customer for them to see and feel. Ask a nail down question such as, "Wouldn't it be great to have a perfect stitch like that every time you sat down to sew?" "Or isn't that a great looking stitch?"

Repeat the process a dozen times as you demonstrate the various stitches and features of the sewing machine.

Demonstrate Feature – Highlight Benefit -- Nail Down
Demonstrate Feature – Highlight Benefit -- Nail Down
Demonstrate Feature – Highlight Benefit -- Nail Down
Demonstrate Feature – Highlight Benefit -- Nail Down
Etcetera, Etcetera, Etcetera!

By the time your customer reaches the end of the presentation, they have already told you yes, yes, yes, "Yes, I want it now!"

Ask for the Sale.

Many sales people do a great job right up to the point where the money should be entering the cash register and customer excitedly leaving with here new machine. Failure to close a sale results from two fundamental causes.

If you have not connected, understood, informed, and properly matched the customer with what she wants; you will not close the sale.

If you do not ask for the money, you will not get any. There are many ways to ask for the money. You can simply ask,

"How would you like to pay for this today?"

"Would you like to pay cash or put it on credit?"

" Can I wrap this up for you today?"

"You know, you could be home enjoying your sewing machine tonight."

"When can I schedule your first class on your sewing machine?"

Follow Through with the essential details. FOLLOW UP.

**NEVER SELL PRICE!
SELL VALUE!**

NEVER SELL PRICE! If you sell price, the customer will feel cheated.

SELL VALUE! Sell Features & Benefits; Service & Support

Use the PRESENTATION BOOK: Reference Benefits and Features. Show machines not on the floor as needed. Note Pricing & Savings. Pricing Tools: MSRP helps set value. Our Price sets Value.

Sell Yourself, The Store, The Product: Why should I buy from...?

Added Benefits: Local Service, Tech Support, Double Svc Warranty, etc.

Closing the Sale – Ask for the money.

Work to achieve a mutually acceptable basis for doing business. Sale is not complete without the money.

ESTABLISH VALUE

You Are NOT selling just a machine.

How does the customer win by doing business with you?

Create Your Own Value! Must believe in yourself, store, & product.

Use the Sales Pad. Put up signs. Create Certificates.

Never let a customer miss the added values you offer!

You are selling yourself, your store, your services as a package.

Make sure the customer knows every bit of it.

MSRP Price	Don't Say It Write It.
Special Benefits	\$X
Classes	\$X
Service	\$X
Gold Standards	\$X
Unlimited Tech Support	\$X

Set Time Period Limits. Build Urgency.

BUILD URGENCY!

If asked about problems with machines purchased elsewhere, tell customer to contact their Tech Support. Don't give away services to those who didn't pay for it. Let them know the charge rates your charge for Technical Support, Instructional Classes, and Repair Services.

If a customer saves \$200 on the purchase of a \$2,000 sewing machine over your price, they think they made a shrewd deal.

Let them know that if they buy from you, they will make up that difference in local services and added benefits their very first year. From that time on, their savings really grow.

Offer One Time Adoption Program. \$500.00 (plus annual renewal at \$250) provide them the same services on machines purchased elsewhere as you would provide to those who purchase from you. This might include full service tune ups, instructional classes, technical supports, and more.

As long as customers believe you will give them all your time, expertise, services, and more for free; many will buy from anywhere else at the lowest possible price. Then they will demand your services for free while you go out of business.

Provide Benefit List—VOID if another purchase.

Typical Tech Support costs \$\$ per hour. After first 6 mo.
Software support costs hundreds of \$\$ per six month contract.

When a sales person says, this is the price today. Customers sometimes feel the price is just pulled out of the air. Write down each value and the offer and it become real. When people read something, they often believe it is true just because it is written. Avoid saying prices, show price.

Write It Down!

Fill out a paper sales offer form when a sewing machine demonstration is drawing to a close. Record the prospect's name, address, phone number, e-mail address, the specific machine or machines demonstrated, benefits package, and any agreed upon pricing with the name of the demonstrator.

This is the closing OFFER. Give the customer a signed and dated copy with everything spelled out (Good for only 5 days.). Make it clear.

HAVE A CONSISTENT PRICING POLICY

Only MSRP pricing should be posted for customers to see. You may present these on small signs beside each sewing machine or in a Sales Presentation Book.

Write down the special personal offer Price.

Use the MSRP Cards and Sales Presentation Book as much as possible and reference the special features of each machine.

Trade ins should be taken off MSRP or Our Price if approved. No Trade ins are accepted off sale pricing.

When including Add Ons such as extra feet, thread, cabinet, etc. be sure to consider the actual cost of these items and keep the net sale price within net target range.

Avoid Bidding Wars

60%+ of sales are from sewing machines be sure to keep margins high because other products cannot make up the losses. When you discount, meet a competitors price, or sell low; you always feel bad about it.

You never win when you sell on price. Every time your drop your price you establish a new lower price mark. Your price mark keeps dropping until you are out of business.

Just tell the customer: We set our prices as low as we possibly can to protect our customer and continue providing the best local service and support available in ... When you consider all the extras we provide, price should be the least of your concerns.

Options Close --- Choices Choices Choices

Set Price On Product and offer four to five options for best deal.
Example:

Machine 1 MSRP \$8199

Our Price \$7500 or \$700 off MSRP or.

Offer Alternative Choices:

Price \$8199

1. \$700 Off

2. Store Gift Certificate

Value \$1,400

3. New Serger

Value \$1,400

4. Software Pks

Value \$1,400

5. Sewing Cabinet

Value \$1,400

Many if not up to 90% of customers will choose one of the other choices and feel thrilled by it. It is best to offer these options on a pre- printed form, rather than just talking about them. People trust the printed word, and are often suspect of a sales person's verbal statements.

Key Ideas:

1. Offer A Cash Price that is 10% less than MSRP
2. Offer Options that Cost the Store Much Less Percentage Wise but give the customer the perception of increased value. These offers might yield a customer savings up to 20% off the MSRP and give them more for their money.

Team Selling & The Manager's Close

Team selling is a practice where two or more sales people attempt to work with a prospect to achieve a sale.

Generally, the customer feels more at ease and receptive when relating to one sales person as long as the relationship is conducive for both the sales person and the prospect.

In cases where a sales person, senses that the customer is non-responsive, uncooperative, ill-at –ease, or otherwise disconnected to the sales person and/or the sales presentation, it can be a good technique when appropriate to hand the prospect over to another sales person. To do so, explain to the prospect that you have a really great Expert.... Available. This other staff member can do an even better job demonstrating the machine. Ask the customer if is would be OK for the other sales person to take over.

In this case, the team selling can rescue a faltering sale if the second sales person truly connects with the prospect and leads

the prospect to an enthusiastic buying decision. In this case, the original sales person leaves the prospect in the capable hands of the replacement sales person.

When you reach the point where closure is appropriate, and you sense the customer still has some hidden point of resistance or some hesitation over something you feel unable to satisfy; use the Manager's Close.

If you have not realized it yet, you soon will realize that your manager or owner can often close sales that you would see walk out the door.

Why? Sometimes the prospect simply needs confirmation that they are making the right buying decision and getting the best possible deal.

**Confirm
The Customer Is Making
The Right Buying Decision
For Them.**

Note: Before you call the Manager over, make sure you have clearly laid out the offer to sell. You have demonstrated all the wonderful benefits and established real value in the machine. You have detailed all the reasons why the prospect should buy from you and your store including all the added benefits they receive when they purchase from you. You have written down the MSRP Value of the Product, added the full value of the added benefits, and totaled the value for the prospect to see. Finally, you have Written Down the Sales offer for the prospect.

In the Manager's Close, you simply explain to the prospect that your offer is the best possible offer you are authorized to make.

However, you will be glad to call the Manager or Owner over to see if there is anything more the store can do to assure the prospect is getting the best possible deal and making the right buying decision for them.

When the Manager comes over, introduce the Manager to the customer. Tell the manager in summary what the prospect is wanting, looking at, the decision the prospect is attempting to make, and what obstacles you believe may be holding the prospect back from a final decision.

Now sit back, or move slightly out of the way. DO NOT ABANDON THE PROSPECT. Turn the presentation over to the Manager, and listen quietly. Do not interrupt.

The Manager will ask the prospect a question or two. They will attempt to quickly establish rapport with the prospect. They may even ask the Nail Down questions from your demonstration. What did you think of the quality stitch....? Did you see....? How did you feel about....? Can you imagine how wonderful it would be to sew on this machine in your own home tonight...?

The Manager's Close Adds Value

Once the Manager is confident that the prospect has found the right machine for them; the Manager will restate the Sales Offer just like you presented it from your sales offer form. The Manager will then hesitate, based on their perception of the customer's concerns and desire. A moment of silence will pass. Finally, the Manager will ask, "What if we did this...? Do you think you could take your new sewing machine home today, if we did this?"

It usually does not take a whole lot of New Deal Benefits, to close the deal. It takes someone to affirm for the customer that they

have made the right buying decision and are getting a great deal too. Add value. Add value. Add value.

The temptation for every sales person, is to think that price is the only issue. It is not! Price is always important, but only in relationship to the perceived value the customer is receiving.

**NEVER SELL PRICE!
ALWAYS SELL VALUE!**

For example, if you go to buy a low end sewing machine that you know you will have endless frustration using; you really do not want to buy it at any price. Indeed, any price is too high. On the other hand, if you find a sewing machine that sews like a dream, is full of convenience features, and overflowing with benefits to the user; price becomes a much less important issue.

DO NOT SELL PRICE! Someone else will always be willing to undercut your price. Avoid getting entangled in price wars.



A prospect wanted to buy a particular sewing machine, and began shopping around for price. Our sales person gave the prospect a full demonstration and when the sale was delayed, the prospect walked out with an arm load of follow up materials, and a detailed sales offer. A few days later, the same prospect went into one of our other stores and told the sales associate that they were from another town and had a sales offer of \$XX. Our sales associate called the manager. The manager thought he was competing

against a competitor who consistently undercut our prices. So, he told the prospect that we would give her the same machine at \$1,000 less if she bought it today. She did. Unfortunately, that afternoon the manager was bragging to the manager of the original store about how he had outsmarted the competition and got the sale.



Kaboom! "What! How could You!" That was my offer to sell. When you get into the price wars, you always lose. You always end up hurting yourself, your reputation, and your business. If you are going to undercut someone else's offer to sell on the same product, always double check that the customer is giving you all the correct information. Avoid getting duped.



If the store has little or no mark up, there is no money to pay the sales person. Every time the store offers a discount off their prices, it comes out of their pocket. The distributor always gets paid. The utilities always get paid. The bills always get paid, until the owner are bankrupt, and then nobody gets paid.

Solution: Hold firm to your pricing. Add value instead of cutting price.

When the deal is made, the Manager should turn the prospect back to the original sales person to write up the sale, process the

point of sale information, deliver the product, set up classes, and service the sale.

Delayed Close

You may establish lifelong connection, and dynamic rapport. You may make a dynamic flawless presentation and demonstration of the product. You may resolve every objection with finesse. You may lead the prospect all the through to the point of closing the deal. And still the customer may tell you, they must wait to finalize the deal.

Remember, your mission is to give the customer what they want and help them make the right buying decision for them. Avoid letting your disappointment show.

Affirm the prospect that there is no pressure to buy at this very moment if they are not ready. The offer you have made is still good for _____ days or hours. Yes, do maintain urgency, but offer a day or two for the customer to process their buying decision. Do not make offers that are good forever or for months or weeks. Maintain urgency.

**When A Close Is Delayed Give
The Prospect Every Reason To
Buy From You &
Follow Up Aggressively**

At this point, you must move to the delayed close. In the delayed close, you give the customer every possible reason to buy from you. Give the customer a packet of product brochures,

store promotional materials, your business card, everything the customer will need to make an informed decision.

Offer to hold it for one day on their signature. Offer to let them try the machine in a class activity. Offer to let them take the machine home for a 2-3 day free trial. A business card with info on back may secure an offer to sell for 3 days. Offer to Maintain the Current Offer for 3 Days. Explain that you are authorized to extend the offer for up to 1 Week with a \$5.00 Deposit. Record the offer in TRS and keep track of the lead.

Ask the customer for the privilege of calling them the next day to answer any questions they may have. Follow Up until the deal is consummated. Telephone, sent post cards, send emails, and let the customer know you really do care about them even more than you care about the sale. If the customer decides not to buy, affirm the customer and begin working on a follow up sale down the road.

Follow Up

As mentioned in the previous chapter, sometimes prospect simply delay closing the sale. Some customers must get the permission of the husbands. Some must make financial arrangements. Some must finish cleaning out the space to put their new sewing machine. There are many many reasons to delay a purchase.

As an adept sales person, you want to do everything you can to assist the customer to make their right buying decision. Sometimes this means helping them solve some problem.

For example, if money is the issue; offer a lay away plan, special financing, or other possibilities.

Still sometimes, there will be a delayed close. Accept it with an eye to continuing your support for your customer. Do not force a sale just to complete a sale.

Think of a customer not in terms of a single sale for a few hundred dollars.

What Is The Lifetime Value

Of A Customer?

Begin to think of each customer in terms of their lifetime of purchases from you and your store. Just imagine each customer may make 100 purchases from you over a five year period of time. The purchases may not all be large. Some may be so small you might think it not worthwhile.

But, what if over those 100 purchases the customer average \$120 per purchase. How much is that anyway? Oh, Wow! That is \$12,000.

What if they bought a new sewing machine three months from now for \$1500; and a new serger in five months for \$1600; and an embroidery machine next year for \$9,000; maybe a long arm quilting system two years down the road for \$14,000; plus all the cabinets, chairs, tables, fabric, notions, needles, threads, stabilizers, books, classes, and repair services?

What if you knew that each new customer you served, could potentially bring you thousands of dollars in sales commissions over the next few years? Wouldn't that be worth making a big investment in a connected relationship with that customer beyond the scope of a momentary sale???

**Follow Up! Follow Through!
Keep Connected Customer
Relationships Alive!**

Follow Up! Follow Through! Keep building connected relationships and fostering those relationships beyond the moment.

Follow Up with phone calls, notes, postcards, birthday and anniversary cards, emails, newsletters, special events, special invitations, personal connections, and every other way that works for you and your customer.

Follow up on the delayed close until the sale closes. Then immediately follow up preparations for the next sale and the next. Remember, everyone who sews needs supplies, resources, inspiration, and encouragement.

Always set up future sales. Large product sales typically require more time and energy than selling a cheap trinket. Selling a \$99 sewing machine to an uninformed customer is far easier, than selling them a \$999 sewing machine. Customers must process their options and make informed decisions in order to enjoy their purchase for years of use.

Keep in mind, your job is not just to get people's money. Your job is to empower your customer to make the right buying decision for them and to enable them to pursue a life time of creative pleasure.

Statistics tell us that over half of all sewing machines are sold for a price under \$200. As an independent sewing machine store, you will probably not sell very many of those. The mass merchants, however, do sell a bunch. Unfortunately, due to the poor quality of those machines plus the total lack of support and instruction; the statistics also indicate that over 70% of those sewers who purchase low end models are lost to the sewing hobby forever due to their frustrations.

A bit part of your job is to follow up with prospects and customers to insure their success and continued pleasure sewing.



Maintain A Prospect Profile and updated as appropriate.

Email addresses shall be added to the store's email listing for regular contact.

A weekly Email Newsletter or Promo will pay big dividends. And it does not cost anything to send.

Follow-Up and Service After the Sale

The easiest sale is the one that is already made. We call this repeat sales. Use their Customer Profile information to guide you in addressing the customer's evolving needs.

Set Prospecting & Follow Up Goals:

Work to set real goals that stretch you toward excellence.

Consider These as Examples:

Get 3 Referrals from Each Sale. Referrals are like gold.

Make 30 prospecting contacts per day.

Email, Postcards, phone, or personal contacts care vital.

Find ways to get 3 to 4 new prospects per day and work it.

Make frequent positive contacts to cultivate prospects .

Schedule appointments to do 3 to 4 demonstrations every day.

Set a goal of selling one sewing machine or cabinet every day.

Deepen relationships and connection with your customers.

Become your customer's connection to the sewing and quilting world.

Track Your Own Formula:

10 Prospects Contacts -> 1 – 3 Demonstrations

3 to 4 Demonstrations -> 1 Sale

____My Prospect Contacts ____ My Demos ____My Sales

SERVICING THE SALE

The sales process is essentially a sales cycle. It begins with sales prospecting. It follows with sales presentation, overcoming objections, closing the sale, and follow up. This just brings us back to the starting point. The cycle is ready to roll again and again. Indeed, 85% of all sales are made by existing customers. The challenge to the sales person is to keep the cycle rolling.

Once a sales is made, the sale must be fully serviced. It is essential to keep customers happy with their purchases. You want the customer ready to expand their horizons as quickly as possible.

Servicing the sewing machine sale involves several very important activities.

First, deliver the sewing machine.

The machine should be delivered to the customer as quickly as possible. Within one day (24) the sales person should telephone the customer, just to check on the customer and make sure everything is going well with their purchase.

Second, set up sewing machine classes

for the new owner. Unless the customer begins using her purchase quickly and feels confident doing so, she may set it in the closet for years and never use it. It is essential, to hand hold the new owner until they feel confident with their new machine.

This may involve a dozen or more hours of group classes as well as periodic sessions of emergency technical support.

Third, consistently follow up the customer

with new opportunities, new ideas, new possibilities.

Many people think of buying a sewing machine as a once in a lifetime experience.

However, if the sales person properly nurtures the interests and skill development of the customer you may find that the customer actually purchased much much more.

From the vantage point of ideal sewing situation; every sewer



needs a basic sewing machine, a cabinet or a few cabinets and tables and chairs, a creative sewing machine, an embroidery sewing machine, a serger or two, a blind hem machine, irons, presses, accessories, supplies, and the newest neatest cutest gadgets for sewing...

As you can see, the sewing machine sales person has a fabulous world of opportunity to connect with customers, satisfy dreams, inspire creativity, and meet needs year after year.

