

Retailing tips

Dawn & Fermin

- 1) Be a product of the product. Have your own story to tell. You can't talk about something you haven't tried yourself.
- 2) Educate yourself on a few products you have an affinity for. Read not only Market America materials, but outside materials as well. You want to exude confidence and intelligence when speaking about the products.
- 3) Collect testimonials from your customers who have had marked results, and with their permission, offer prospective customers who suffer from the same malady an opportunity to do a 3-way call with them.
- 4) *LISTEN* to people you converse with. You will learn what their needs and wants are just by listening. Never try to interest a person in something they have not expressed a need or desire for.
- 5) Expose the products by having them in plain sight around the home, or work place. When someone comments on how good you look, attribute your good looks to the products you're using. Don't shy away from talking about your products in casual conversation, but always keep it relevant to the conversation. Don't be pushy.
- 6) Ask for the sale. If someone expresses an interest in a product, go ahead and ask for the sale.
- 7) Offer incentive to existing customers to offer you viable referrals. Example: \$5.00 off their next purchase for every 2 customers they refer to you who make a purchase.
- 8) Make sure your label is on every product and every brochure that leaves your hand. The amount of business that comes as a result of that identification is astounding.
- 9) Follow Up! Follow Up! Follow Up!

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