

# GREETING and INTRODUCTION

The **APPROACH** or **GREETING** is the most important step in the selling sequence. It is estimated that 85% of lost sales occur during the first fifteen seconds. Therefore, understanding and practicing effective greetings can improve sales dramatically.

Most customers suffer from **FEAR, UNCERTAINTY** and **DOUBT**. They are **afraid** of the salesperson, **uncertain** about the store, and **doubtful** about their own ability to make a wise buying decision.

Every **professional salesperson** understands that he or she has approximately 15 seconds to dispel as much **FEAR, UNCERTAINTY** and **DOUBT** as possible. Within these first few precious moments, he or she must say or do something to **gain and hold the customer's attention**.

## *Keys to an Effective Greeting:*

1. **Smile**
2. **Speak and act sincerely.**
3. **Enhance your customer's self-esteem.**
4. **Build trust and rapport and establish a personal relationship with your customer.**
5. **Ask non-threatening questions to get customers talking about themselves.**
6. **Get your customers involved in the sale.**
7. **Look at your customer attentively.**
8. **Introduce yourself and ask for your customer's name.**

# The Greeting

## **GOLDEN RULE:**

**You must say something and/or do something to gain and hold the customer's favorable attention.**

### **WHAT MIGHT YOU SAY?**

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_

### **POINTS TO REMEMBER:**

- **Speak and act sincerely.**
- **Enhance your customer's self-esteem.**
- **Establish trust by establishing a personal relationship with the customer.**
- **Don't judge by appearances ... Remember Sam Walton.**
- **Speak clearly and at the customer's pace. People hear at the same rate that they speak.**
- **You are the customer's "Host" in your "Home."**
- **Effective opening lines have nothing to do with the sale.**
- **NEVER, NEVER, NEVER ask "May I help you?"**

## ***THE PERSONAL INTRODUCTION***

**Every professional salesperson knows that it's easier to sell a friend, yet, we continually wait until the sale is closed to determine the customer's name.**

**Addressing your customers by name establishes a personal relationship more quickly and is one of the powerful techniques used by professionals to gain the customer's confidence. Using the customer's name greatly reduces customer resistance.**

**One of the best times to introduce yourself is as soon as you have established a friendly rapport with the customer during the first few minutes of conversation.**

**Try this proven method:**

**After you have comfortably chatted with the customer about things such as the children, the weather and sports, take a step forward, extend your hand and say...**

***"By the way, my name is . . . . . And yours is?"***  
**If waiting on a couple, ask for both names.**

**This warm, friendly personal introduction will be well received. Customers will always offer you their hand and give their names. Remember to use the customer's name throughout the sales presentation.**