

7 Ways to Get Better at Selling in Retail



Almost anyone can learn to be a great retail seller if they follow these principles:

MAKE A FRIEND

Rapport-building sounds so technical and de-personal and yet it is the heart of making any human interaction a success. Finding something in common, something not related to the merchandise in front of the customer begins to build rapport. It requires a salesperson to notice something physical like jewellery, clothing, even the type of smartphone the person in front of them has. The salesperson then comments on that item with a question and shares something related about themselves based on what that customer answered. It works most of the times. It acknowledges that each person is unique, different and interesting – both the customer and the salesperson. But it does take retail sales training to make it happen.

BE HONEST

Most customers are savvy enough to tell when someone is being honest with them—and they like it! If they feel they can trust you, they're more likely to buy. Never overstate the value of a product or service, and don't gloss over potential shortcomings. Not only does dishonesty hurt your store and your own reputation – it makes people leave without buying! That means if you don't know, you don't just shrug your shoulders; you tell them you will find the answer right then from someone else who knows.

ADD-ON, UPSELL OR CROSS-SELL

Great salespeople always try to increase the sales total once the customer has selected their main item or product. For example, if you were selling all-leather shoes and a customer kept talking about how much they got caught in the rain, it would be a good upsell to show them the rainproof spray at the counter. You are doing the customer a service, not trying to load them up on worthless product. Other times, you're appealing to customers' desires, which sometimes are not clarified in their own minds. If you can identify what a person is really after, you can gear your selling toward meeting that desire and can often make a larger sale, as well as make the customer happy by finding additional products that will make their purchase easier, faster, more stylish or complete.

LEARN FROM YOUR SUCCESSES AND MISTAKES

You don't stop learning to be a salesperson when your training is over—it's an ongoing process. Why? Because great salespeople are students of behaviours. They want to understand why a customer did or didn't buy from them, what they might have done differently or how they might have presented the higher-priced merchandise more appealingly. Great retail salespeople treat each customer as an opportunity to learn what works and what doesn't, and they always look for ways to improve.

GO THE EXTRA MILE

Selling is like anything else—persistence pays off. You don't want to be pushy, but you also want to be diligent in your follow-up, both pre-sale and after-sale if necessary. Show customers that you genuinely care about their experience and want to help them. That's because so many other retailers couldn't care less about their customers. Consistently making small personalized contact can go a long way toward increasing your sales. In many ways, making a sale is a courtship, and there's nothing wrong with "wooing" customers as long as you're honest and forthright.

PAY ATTENTION TO CUSTOMER PSYCHOLOGY

Great salespeople focus on "reading" customers' personalities and making adjustments in sales technique based on the personality type. For example, introverts require a different selling approach than extroverts do. Take note of how various kinds of people react differently to sales approaches, and alter your techniques accordingly.

DON'T ACT DESPERATE

No matter how much you want to make a sale or need to make a sale, don't approach a customer with dollar signs in your eyes. Remember that you're selling them something that will make their lives better (or you should be), and your attitude ought to reflect that to the customer. They should feel like you're helping them—not that they're helping you! These aren't the only ways to be better at selling, but the best are always looking for ways to stay the best. Practice these tips daily and you'll enjoy riches your friends who are afraid to sell could never dream of.