

“No thanks  
... just looking”

Participant Workbook

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## **HOW TO USE THIS WORKBOOK**

As you view the videotape "No Thanks, Just Looking", make some notes in the space provided on each page of the workbook. These note taking pages are opposite some questions on the different subject areas covered in the film. Continue turning the pages of the workbook as the video progresses so that your notes will be available to you.

To aid in completing this workbook, an entire outline of the key points of the videotape has been placed in the front of the workbook.

Please turn to page 4 now before the videotape starts.

# OUTLINE OF KEY POINTS IN THE FILM “NO THANKS, JUST LOOKING”

## I. BEFORE THE SALE

### A. Preparation

1. Know your products or merchandise
2. Know the What, Where, and When of your Inventory
  - a) **What** you have in stock
  - b) **Where** it is located
  - c) **When** new shipments are arriving
3. Understand your company's current sales programs and your competitors'
4. Learn new industry developments

## II. DURING THE SALE

### A. Approach and Greeting

1. The inherent weakness in the “Can I help you?” approach
2. The merchandise greeting
3. The social conversation greeting
4. The special feature greeting

### B. The Needs Discovery Process

1. Ask direct questions to determine customer needs
2. Ask open-ended questions to help customers identify what it is they really want
3. Remember the importance of listening

### C. The Presentation

1. Importance of adjusting the presentation to accent the benefits customers want
2. Demonstrate the product whenever possible
3. Encourage the customer to try-on, touch or operate the product whenever possible

#### **D. The Close**

1. Learn to recognize verbal and visual buying signals
2. Types of closes
  - a) The Direct Close
  - b) The Limited Choice Close
  - c) The Summary of Benefits Close
  - d) The Credit Close
3. Objections
  - a) Objections are usually customers' requests for more information
  - b) Ask questions—lead the customer to reveal their true objection
  - c) Attempt to overcome the objection with the product's superior benefit or recommend an alternative (sell substitutes)

### **III. AFTER THE SALE**

#### **A. Add-on Sales**

1. Provide suggestions for complementary products
  - a) Relieves the guesswork for the customer
  - b) Saves them a future trip to the store

#### **B. Affirm the Purchase**

1. Congratulate the customer on his/her choice

#### **C. Analyze the Sale**

1. Determine what went right with a sale for future use
2. Determine what might have gone wrong with a lost sale—learn from mistakes



# DISCUSSION QUESTIONS FOR PARTICIPANTS

In the space provided below, answer the questions as they apply to your store and your role as a retail salesperson.

## I. BEFORE THE SALE

### A. Preparation

1. In general, describe the products/merchandise you have in stock.

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2. Where are they located in your store or department?

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3. What are your company's current sales programs?

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4. What newspapers/magazines carry your company's advertisements and those of your competitors?

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5. Who are your primary competitors and what are their current sales programs?

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6. What industry trade magazines carry information concerning new developments in your product line?

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7. If there are warranties that cover products you sell, what are they?

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**REMINDER:** The more you know, the more confident you will feel about your ability to answer your customer's questions.





## II. DURING THE SALE

### A. The Approach and Greeting

1. Describe briefly the inherent weakness in the "Can I help you?" customer greeting.

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2. List three ways you might use the merchandise greeting in your store or department.

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3. What are three acceptable social conversation greetings that you might use in your store or department?

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4. List three special feature greetings that would be appropriate for use in your store or department.

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5. What other effective greetings could you use?

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REMINDER: The greeting "Can I help you?" almost always leads to an automatic negative response.



B. The Needs Discovery Process

1. List five direct questions that will help you determine your customers' needs.

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2. List five open-ended questions that will allow you to help your customers determine what they really want.

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3. How do you know when a person is really listening to you?

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4. How can you improve your listening skills?

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**REMINDER:** Listening for your customers' wants and needs will help you determine which products or merchandise are best for them.



C. The Presentation

1. Give examples of the products you will be selling and list the features. For each feature list a benefit to the customer.

\_\_\_\_\_ PRODUCT \_\_\_\_\_  
FEATURE \_\_\_\_\_ BENEFIT \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

\_\_\_\_\_ PRODUCT \_\_\_\_\_  
FEATURE \_\_\_\_\_ BENEFIT \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

\_\_\_\_\_ PRODUCT \_\_\_\_\_  
FEATURE \_\_\_\_\_ BENEFIT \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

2. List the products you sell which can be demonstrated. How would you demonstrate them?

\_\_\_\_\_  
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\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

REMINDER: Customers buy benefits. Presenting the benefits of the products and selecting the ones that meet your customers' specific needs will increase your sales.



D. The Close

1. List two verbal and two visual buying clues that your customers might make.

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2. Write out examples of closes you might use in your store or department for each of the following.

— The direct close

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— The limited choice close

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— The summary of benefits close

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— The credit close

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— Other closing techniques

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3. Write down three examples of the type of objections you might receive in your store.

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4. Write down the questions you might ask to get the customer to reveal his/her real objections.

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5. Write down your response to these objections. What superior benefits or alternatives will you offer?

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REMINDER: Most objections are really requests for more information or reassurance.





### III. After the Sale

- A. Add-on Sales—Mentally examine your inventory. What are the items that may complement a main purchase. List the items most likely to be purchased.

Item \_\_\_\_\_ Accessory/Add-on \_\_\_\_\_

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- B. Affirm the purchase—List three comments you might make after a sale of one of your products that would congratulate the customer.

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- C. Analyze the Sale—Write down the worst possible thing you could do if a sale is lost. Write down the best thing you could do if a sale is lost. What is the best thing to do if a sale is made?

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REMINDER: After You close you can still sell add-on items.

