

The #1 Way to Increase Sales

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Whether I'm out on the road talking with store owners at trade shows or sitting at my desk answering emails, it's probably the question I'm most often asked...

“How can I increase my store sales?”

Most people expect me to respond with a great marketing idea – an innovative way to get new customers, or a killer concept for a special event.



It's true that I LOVE marketing. As a matter of fact, I'm a hard-core marketing geek! And it is true that marketing is a fantastic way to increase your sales.

After owning my own store for nineteen years and after working with thousands of retailers around the world for the last fifteen years, the best way for you to increase your store sales is NOT new or better marketing ideas.

It's sales training!



I want you to think for a minute about the very best salesperson in your store... who is it? (It may even be you.) What's their average sale? If you don't know off the top of your head that's OK, for now just guess. You can go look it up later in your POS.

Now I want you to think about the average sale for your other employees. What's their number? Again, if you don't have the exact number that's OK, you can look it up later. Just come up with an educated guess.

Now think about the difference in the average sale between your best salesperson and your run-of-the-mill salesperson. What's THAT number?

That number, **that GAP, is how much money you're losing** every time someone other than your best salesperson helps one of your customers.

Lost money...

I'm going to give you just a second to really let that sink in.

Your best salesperson isn't getting DIFFERENT customers or BETTER customers than your average salespeople – they're just doing MORE with the customers they've got!

It's like your customer's dollar bills are laying right there on the sales floor - but your average salespeople just aren't picking them ALL up.



Transaction after transaction... Day after day... year after year... they are leaving little piles of money on the sales floor and after a while it really adds up!

It's all money that would be in your cash register if every sales person was as good as your best salesperson.

You've got to close the GAP!

Here's the good news...

Selling is a skill. You can teach it. They can learn it.

Sure, some people are more naturally adept at selling – those are probably your best salespeople right now – but everyone can learn how to be a great salesperson. **Close that skill gap with sales training and you'll immediately find more money in the cash register.**

So, after thinking about this for a minute, you should agree with me that sales training is a good way to increase your sales.

Earlier I didn't just say it was a good way to increase sales, I said that it's the **BEST** way and there are two important reasons for that...

Reason #1 – Global Impact

First of all, unlike a great special event that happens only on certain days or a hot new line of merchandise that only certain customers buy, **sales training for your team impacts every single transaction in your store - every single day, every single minute you are open, with every single customer.**

Because it affects every single transaction, sales training multiplies the effectiveness of your great promotions and new merchandise lines and everything else you do to attract customers and entice them to buy.

Reason #2 - The Ripple Effect

The second reason sales training is the best way to increase sales is the long-term ripple effects of great selling.

You see, selling done the right way gives your customers an amazing in-store experience. Great selling is so much fun for your customers, so satisfying and enjoyable that they will become raving loyal fans who **shop with you over and over again.**

How much are YOU losing?

The best thing to do is look up your real numbers on your POS system. But if you're not in the office or even if you're not in the mood, give it your best guess. Plug in some numbers.

You're bound to be shocked at how much money is getting left on your sales floor.

What is the best way to increase sales? Having a team of trained retail sales professionals on your floor.

Plain and simple, you have to teach your staff to sell.

The first thing we have to clear up right away when we talk about sales training is that selling is not bad. It's not pushy, or sleazy, or annoying, or deceitful, or tricky.

There might be employees on your floor right now who feel like that about selling. Heck,



YOU might even feel that way about selling. Lots of store owners that I've met *do*.

There's a negative stereotype to selling that has made this a popular mindset – the one where the used car salesman is trying to pawn off a lemon on an unsuspecting little old lady.

HERE'S WHAT YOU COULD BE MISSING!

\$54,600.00

1. What is your average sale? \$ 32.00
2. What is the average sale of your BEST salesperson? \$ 38.00
3. On average, how many transactions do you have per day? 25
4. How many stores do you have? 1
5. How many days are you open per week? 7

CALCULATE

YOU MAY BE LOSING \$54,600.00 IN SALES ANNUALLY!

Nobody wants to be that guy. You don't want to be that guy and your staff doesn't want to be that guy.

But that's NOT what great selling is...

Great selling is great customer service!

Great selling is getting out on the floor and engaging with customers in a real and authentic way. It's not manipulation. It's not trickery. It's about the customer and helping them get the best result, the best way you know how.

When your team understands the selling process and has the right kind of selling skills they won't have to manipulate anybody. They won't have to trick anybody. They can simply go out on the sales floor and do great things for your customers.

To be a really great retail salesperson you've got to put your customer first, making them more important than the merchandise. You have to find what's best for them, what's right for them, what's fun for them because you are in service to them.

There is a term I coined to describe that wonderful thing that happens when your customer buys exactly what's just right for them. It describes the amazing feelings they have about you and the experience they had in your store.

I call it "The Perfect Purchase."

The #1 goal of the well-trained retail salesperson is to help your customer make The Perfect Purchase. Notice I didn't say anything about **you** making a perfect sale. I said your **customer** makes The Perfect Purchase.

When you talk about making a sale, you're talking about the experience from your perspective. You make the sale. When we talk about the Perfect Purchase, we're talking about the customer buying something. You sell, they purchase. You want them to make The Perfect Purchase: the exact right thing, the perfect thing for them.



So how do you know if your customer has made The Perfect Purchase?

How do you identify The Perfect Purchase? There are four milestones that indicate that the purchase has been, in fact, perfect.

The first milestone is when your customer comes to the counter to pay. When they pull out their wallet to pay for whatever it is that you've sold them, do they feel good? Do



they feel happy? Do they feel like they got what they want... what they really, truly want, need, and desire? Are they feeling excited about taking their purchase home?

If that is the case, if they feel good at the register, you're one-quarter of the way to The Perfect Purchase.

The second milestone happens when they get home. Is your customer still feeling good about their purchase when they talk to their spouse, friends, parents, roommates...or whoever, about what they bought at your store?

If it's not The Perfect Purchase they might feel enthusiastic at the store, but when they get home, when they're away from the buzz of the store and the excitement of the salesperson, then buyer's remorse starts to set in.

If they're not experiencing any buyer's remorse the evening of the purchase or the next couple days, if they're still feeling good about the purchase, that's a great sign you've helped them make The Perfect Purchase.

The third milestone happens a couple weeks or months down the road. Is whatever you sold them working exactly as they want it to? Do they still love the color of the dress? Are the shoes comfortable to run in? Were they able to finish their quilting project? If they're still feeling good about what they purchased, you're three-quarters of the way there.

The fourth and final test of The Perfect Purchase happens the next time your customer needs to buy what you sell. Do they think about going someplace else, or do they automatically think about you and your store? Are they going to shop with you again?

Great selling leads to repeat customers.

The Perfect Purchase almost inevitably leads to more sales, deeper loyalty, and word of mouth referrals. When your customers are happy, they're going to tell more people about you and your store!

So The Perfect Purchase - that's the goal of great sales training.

Your object is to train your staff so they understand how to help your customers get to The Perfect Purchase every time.

When they are trained in this customer-focused style of selling your sales go up, your customer happiness goes up, and your stress level goes down!

Sounds pretty good doesn't it?

I hope you're convinced exactly how important it is to train your staff to sell.

Selling is, after all, the MAIN ACTIVITY of a retail store.

Sure, you love your merchandise and your passion for your product is probably what prompted you to open your store in the first place. I know that's how it happened for me – I loved flying kites and thought it would be cool to have a kite store.

But your passion isn't enough. **It is through the act of SELLING that your awesome merchandise gets from your shelves, into the hands of your customers.** Great selling leads to higher sales for you and a better, more satisfying experience for your customers.

So, here are the 5 steps for training your staff to sell.

It's a process I developed back in the mid-90s when I owned my store and it works. To have a team of trained retail sales professionals on your floor, here is what you need to do...

The 1st step is to write the training manual.

In essence, you need to write a course on retail selling. Retail selling isn't hard, but there are lots of important nuances, techniques, and concepts you have to teach.

I teach the Six Steps to The Perfect Purchase. You might come up with something different. The point is that you have to figure out and write down everything you want your team to know about selling.

If it ain't written it ain't real! And if it ain't written you have to make it all up again every time you hire someone new and need to train them. That's no good.

So, a written course on retail selling – that's first.

The 2nd step is to make videos.

That's right, videos. You can't expect your team to just read the manual and miraculously become selling pros! By making videos of your retail selling manual, you are adding listening and looking to the learning process. Some people love to read and learn well through reading, but lots of people don't.



If your team includes younger employees from the Millennial Generation, video is an absolute MUST to engage them and keep their attention. They've grown up on video and it's an essential learning tool for them.

I recommend breaking it down into many short videos so your team can learn in bite-sized chunks.

The 3rd step is to create a test.

You need to have some mechanism for making sure your employees are actually learning the material. The test does three very important things.

1 - It focuses their attention. If your employees know they have to pass a test at the end, they are more likely to pay attention during the training.

2 – It reinforces key points in the training. By taking the test your employees are actually re-learning the most important parts of the training. Especially if they get a question wrong. Learning the right answer re-teaches the concept.

3 – The test lets you track who is getting it, and who is struggling. Plus it lets you track who is actually doing the training and who is slacking off!

Now the test doesn't have to be long or tricky, In fact, it shouldn't be. The idea is simply to see if the employee is paying attention and learning. You should have one test for each of the videos you've created.

The 4th step is to do immediate follow-up

Immediately reinforce the training and have them put what they've learned into action. I call it the "Show Me."

You want to know that they can take what they've learned and apply it to their real experience on your selling floor. When they demonstrate that they can do something – whether it's properly approaching the customer or adding on during the sale - you know that the initial training has worked. They can do the job.

The 5th and final step is continuous, on-going training.

This is the step that most people leave out. Which is unfortunate.

Because study after study has shown that **if learning is not reinforced and re-taught, people will forget 90% of what they have learned within ten days. 90%!**

It's called the forgetting curve.

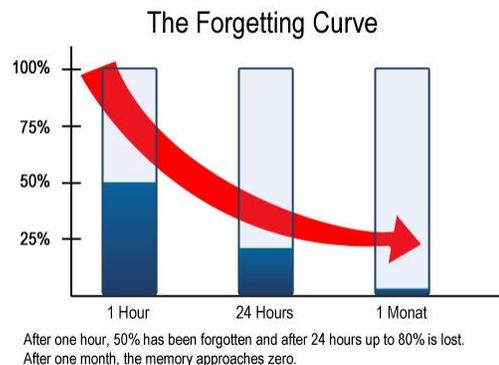
It means that if you don't follow up with continuous on-going training everything you've done up until this point will be... not useless, but certainly less than effective.

Because without reinforcement people forget MOST of what they learn.

The good news is that through repeated re-teaching, people REMEMBER most of what they learn.

And you can't stop reinforcing and re-training. Ever. As soon as you do, skills will start to decline.

Think about something you knew by heart in high school or college – maybe it's how to solve a quadratic equation or the ability to recite one of Shakespeare's sonnets. Can you still do it? What if you had been reminded about the quadratic equation or the sonnet say once a month from high school until now? Do you think you would remember it then?



Practice makes perfect.

Here's another way to look at it... Do NBA players stop practicing free throws just because they've shot 10,000 free throws in the past or have a high free throw percentage in games? No! They are good because they practice.

Just like pro athletes, your team has got to keep learning, practicing, and advancing their selling skills.

So there you have it – the 5 steps for creating a killer sales training program in your store!

The upside is huge. Immediate and long-lasting sales increases, a better customer experience leading to stronger loyalty and more referrals and less stress for you every time you hire someone.

Make no mistake: **creating this system will take time, energy, and expertise.** And in that survey we did? The number one reason store owners aren't doing the thing they KNOW will increase their sales is...

You don't have the time.

So, how about if I do it for you?

For about the past year I've been working on an amazing online, fully interactive sales training program specifically designed for retail stores.

I'm proud to announce the...



Retail Sales Academy

The Retail Sales Academy is an interactive, online sales training program where I teach my exclusive sales process, The Six Steps to The Perfect Purchase, in 30 bite-sized lessons.

The lessons are fun, fast-paced, and positive – designed to not only teach, but also to engage your sales staff. They'll finish the program excited about being a retail sales person and confident that they can do the job.

Each of the 30 lessons covers one of the important techniques, nuances, or concepts your employees must master in order to give your customers the service they deserve - and give you the sales increases you want.

At the end of each lesson your employee will take a quick quiz to see if they've paid attention and understood the concepts.

Managing your training program has never been easier.

As the store owner, you'll be able to track each employee's progress by monitoring their test scores. You'll even be able to set up automatic tracking reports to arrive in your inbox or on your phone via text.

Have multiple stores with managers in each? No problem. You can set it up for store managers to get the tracking reports for all the employees in their own stores.

After completing the 30 lessons and passing the quizzes – it's about three hours of total training time – your employee will be a **Retail Sales Academy certified sales professional!**

They'll even be able to download and print a customized certificate of completion.



But the Retail Sales Academy doesn't end there...

To combat the forgetting curve each of your employees will get a series **of intensive follow up lessons via email** for the first few weeks after completing the Retail Sales Academy.

And after that initial follow up series, they'll be sent **ongoing, continuous training lessons for as long as they work at your store.**

This is "set it and forget it" sales training.

The Retail Sales Academy does it all for you – from the initial training to the ongoing follow up. You don't have to do anything.

Not only is the Retail Sales Academy easy for you, it's also easy for your team. Because it's all online, **your employees can train anywhere, any time, on any device that's convenient for them.**



While easy is great and “do it for me” is great, the thing I most want to impress upon you is that the training in the Retail Sales Academy **WORKS**. I've trained hundreds, thousands, of people on The Six Steps to The Perfect Purchase and the results are fantastic!

I regularly get emails from store owners reporting 10%, 20%, even 30 and 40% sales increases after their employees get this training.

So, I'd like you to think for just a minute...

What would a 20% sales increase mean for your store? Heck, even a 5% sales increase? How much extra money would that put in your cash register?

Exciting, isn't it?

If you want to immediately increase your sales and create an amazing service culture in your store without adding a ton of work to your already busy life, the Retail Sales Academy is the perfect solution.

[So pick the plan that's right for you and sign up today!](#)

The sooner you sign up, the faster you can get your team trained and start to see those sales increases roll in.

[Sign up now!](#)



Retail Sales Academy