

TRAIN your staff...

SALES TRAINING



GREENsell

The 10 questions
every seller
needs to know



Let SFC experts train your staff how to sell sustainable goods, referencing products on your floor. Training is structured as a series of questions most likely to be in their own heads and heard from customers, such as:

What's different between green and sustainable?

Who's interested, and when will they start asking?

How much more are people willing to pay?

What does it say about your regular products?

Why buy now, and does it make any difference?

Developed by a long-time successful wholesaler and retailer, it replaces the deer in the headlights look with the knowledge to close green sales with authority.

INVITATION EVENT

...SELL your customers

Start making money immediately by staging an invitation speaker event for your customers and designers. There's a fun, involving version of the 10 Questions written from a buyer's POV that can be used to drive traffic, get them excited, and help close sales on the spot. Schedule to follow in-house training or at any time market week.

The 10 things
every buyer
needs to know

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sustainable

FURNISHINGS COUNCIL

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