

# 7 Steps of a Sale



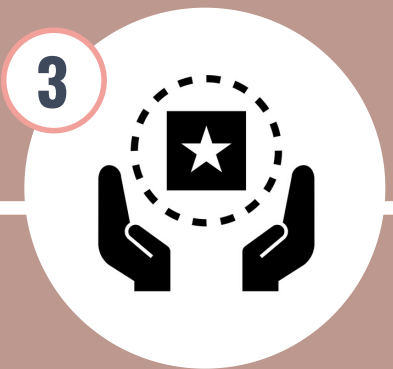
## Determine Needs

Learn what the customer is looking for in order to decide which products to show.



## Approach the Customer

Greeting the customer face-to-face.



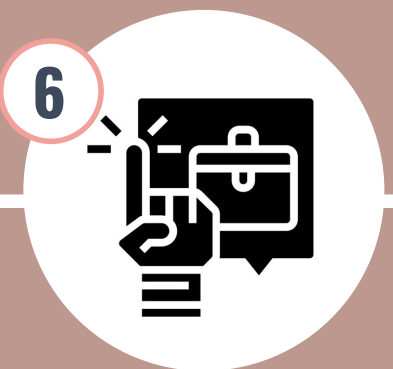
## Present the Product

Educate the customer about the product features and benefits.



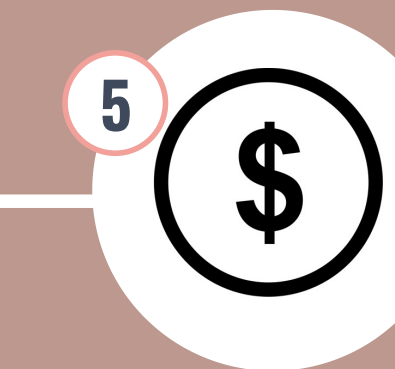
## Overcome Objections

Learn why the customer is reluctant to buy, and provide them with information to remove that uncertainty.



## Perform Suggestion Selling

Suggest additional merchandise or services that will save your customer money or help your customer better enjoy their original purchase.



## Close the Sale

Get the customer's positive agreement to buy.



## Build Relationships

Follow up by creating a means for maintaining contact with the customer after the sale is completed.