



SELLING TIPS

Our Hanging Float Racks® and other storage products, like many pool accessories and toys, are typically impulse purchases. Even with a perfect store display and signage, it requires an extra effort to “guide” your Customers to purchase. “Up Selling” is the name of the game.

Here are some ideas:

- **Rotate your displays.** Change things around. Run a “monthly special” and put it on direct display and in your Customers main pathway into your store.
- **Look for new and interesting products.** Always look for new, creative and even “revolutionary” new products to display.
- **“Display” your new product.** Just because you have a “new” product, don’t just put it anywhere. Too often new products are put in a corner or out of the main pathway. Put them where they can be seen.
- **“Sell Up”** - Train your sales people and cashiers to “sell up”. If someone buys a toy that “swims” in the pool, suggest they look at your new line of floating LED lights and battery operated fountains to highlight the new toy as it swims and make it more “mysterious” in the pool. If a Customer purchases a pool float, ask them if they’ve thought how they’re going to store it and lead them to your float storage products.
- **The Browsing Customer** – When you see a Customer just browsing, ask them if they’ve seen your latest ???(new product). Remember, most of the non-chemical and pool mechanical products, (pumps, cleaners, etc.), are typically “impulse” purchases. Customers need to be urged and convinced this will make their pool days more fun. Show them the way...
- **Educate your staff** – Don’t just put a new product on the floor. Educate your staff. At your weekly staff meetings with your Store Managers and Sales Reps, inform them of the new product you decided to market. Tell them the features, benefits and how what they can do to promote this new product.

- **Use your marketing tools** – Make good use of store signs, mailing materials, brochures and any other marketing materials your vendor might supply.
- **Don't ignore your Service Technicians** – Be sure to train your Service Technician's on your new products. They are in the perfect position to see, first hand, your Customers pool environment. Have them make recommendations to your Customers about new product offerings they think would be useful. Provide them with their own marketing materials, such as "Door Hangers" to leave on Customers doors if they are not at home. Have them follow-up to make the sale. And, most importantly, **reward them when they do!**

Most of the above is simple common sense, but all too often forgotten. It's important to get back to the basics once and a while.

Good selling...

***"At the beginning of the day, it's all about possibilities;
at the end of the day, it's all about results." – Bob Prosen, Author, "Kiss Theory
Goodbye"***