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# BEHAVIORS

that Drive Revenue & Customer Loyalty

EVOLVING CUSTOMER EXPERIENCE.

## 1 GREET THE CUSTOMER

A warm, friendly greeting builds rapport with customers and organically inspires customer loyalty, making **greeting customers a critical step in the sales process** and one that cannot be overlooked. Additionally, when a customer is properly greeted, they become more comfortable and less sensitive to price.



## 2 ASK DISCOVERY QUESTIONS

70% of buying experiences are based on how the customer feels they are being treated.\*



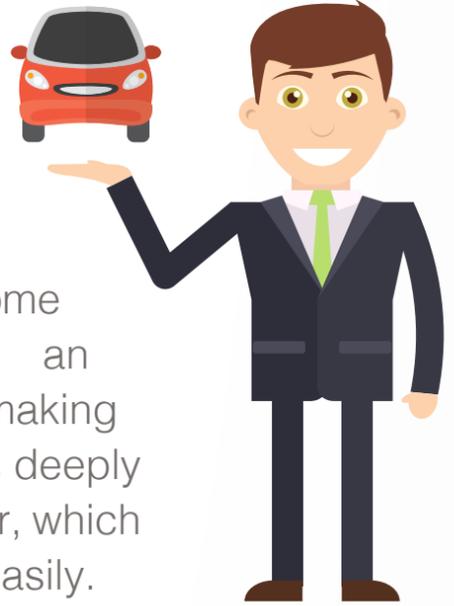
\*Source: McKinsey

The discovery phase should be focused on **getting to the root of your customer's problems, goals, or needs.** Engaging with customers during this phase is an opportunity to build rapport and trust, which is needed to uncover additional sales opportunities.

**By engaging and asking questions,** customers become aware that you are genuinely interested in finding the right solution for them. Customers perceive service representatives as experts and they are looking to them for their expertise and guidance while shopping.

## 3 SHOWING THE PRODUCT TO THE CUSTOMER

The showing phase of the sales process is where any features filling the needs uncovered in the discovery phase are demonstrated. Further, **when customers actually see and hold a product, they become more likely to imagine what it's like to use the product.**



As a result, they are more likely to become engaged and typically demonstrate an increased interest in moving forward with making a purchase. After all, the sales process is deeply rooted in psychology and human behavior, which can be understood and influenced very easily.

## 4 ASKING THE CUSTOMER FOR THEIR BUSINESS

9 out of 10 U.S. consumers say they would pay more to ensure a superior customer experience\*

\*Source: Harris Interactive



Assuming your customer will buy and effectively asking for the sale are important behaviors to monitor in your employees. Customers are much more willing to buy if you are confident and ask for their business in a straightforward and respectful manner. Sure, they will possibly show signs of resistance to buying, but they came to you with a need, which they are looking to fulfill.

**When a sales representative takes the time to fully understand a customer's needs, they become more effective when asking for the sale.**