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June 2016 Sales Tip

Make it “Nice!”

Customers say it all the time, “Make it nice!” and ask, “Will it be nice?”
But what do they really mean?

Here is some insight to help you handle the NICE situation better.

MAKE IT NICE!

Of course it’s going to be ‘nice’ but there is another message the customer is sending. Perhaps on a previous order she did not get what she wanted but does not want to complain and she’s very delicately saying, ‘Make sure this really looks like what I’m expecting’

new approach = recap the details

“This will be beautiful. Let me just make sure I have the details correct, it’s going to be a medium sized vase arrangement filled with garden flowers in rich autumn colors”

(then pause and wait for confirmation from the customer. At this point she may share an issue with her previous order or simply give you a verbal confirmation)

WILL IT BE NICE?

If you are following the FloralStrategies process correctly you would have already given the customer a very thorough description. For example, “That will be a large vase arrangement perfect for a dining room table filled with our best garden flowers in bright summer colors”

If a customer is still asking if that will be nice, there is something else at play...

new approach = offer an upgrade

“AGAIN, this will be a beautiful large design perfect for a dining room table. IF you want to make more of a splash we can add (more flowers, branches etc.) at \$XX for an even fuller look” Basically, you’re giving the customer the option to spend more to get more!

