



**TOTAL**training  
ongoing sales education

**March 2016 Sales Tip**

## Don't sell from your own pocket!

Have you heard that phrase before? It means that regardless of what you earn, or might spend on your own, you cannot let your own financial situation, or perspective determine what customers will spend.

That's easier said than done, I know. I was only 23 when I started working at a high-end flower shop in New York City where I had customers spending hundreds on 'everyday flowers' while I was living on Ramen noodles and stressing about paying my rent! Luckily, I was able to make a disconnect between my finances and the ultimate needs of my customers. I know in hindsight that had I sold from my own pocket for too long, I would have been out of a job! Here's the great thing that happened to me...

I made a few sales in my early career and suggested prices that I felt were 'reasonable' based on what I would have spent in the same situation. Big mistake. I also 'felt bad' for some customers and only offered them lower price point options. Recipe for disaster.

Then I got the phone calls after they saw the flowers...“Tim, I was so disappointed, if you told me it would only be that size, I would have spent more!” and, “If you told me that I needed to spend more I would have done so and avoided being embarrassed” Ouch! Luckily, I am a quick learner and I immediately understood that it's FAR BETTER to offer the higher price point or bigger option, when appropriate, and even risk hearing 'NO' than dealing with a disappointed or unsatisfied customer later.

Remember, we are selling a LUXURY product, no one really needs flowers (but thankfully, they're calling us to buy them) Historically, customers who spend more complain less, so think about selling at a higher price point as complaint insurance! If the customer does not like the price you gave them they will let you know but you won't lose the sale. I promise.

**BOTTOM LINE: Suggest the size and price that is appropriate for the customer's needs since it's going on their credit card, not yours!**

