Great salespeople know that most people don’t want to buy furniture, a mattress, or tires - **they want to buy**

**BEAUTY, FUNCTIONALITY, AND AN EXPERIENCE**

Listen to your customer to learn what they need. It’s your job to help them see the beauty, functionality, and experience by making suggestions for them that are not for your personal gain as a salesperson.

**GREAT SALESPEOPLE PROVIDE THIS BY:**

1. **Cross Selling**
2. **Adding On**
3. **Up Selling**

If your product suggestion doesn’t help the customer, **DO NOT suggest it.**