

Suggest Additional Merchandise

Some customers come to your store intending to buy a specific item. A skilled sales associate will determine the customer's needs and then suggest products to meet those needs. But a professional sales associate will look for opportunities to take this a step further by suggesting items that will complement her purchase in some way. For instance, a customer may get even more pleasure out of new shoes if she has a new purse that matches. Or, when a customer comes into a delicatessen to pick up a party platter of cold cuts, it might be helpful to suggest that he try the new gourmet mustard that goes great with deli meats.

As always, you should explain the features of the products, but, more importantly, you must explain the benefits of buying the additional items along with the initial purchase. For example, if you are selling a set of dinnerware, you might suggest place mats, napkins, or a tablecloth to go along with the dishes. You should explain how all of these items will work together to give the customer's table a completely new look.

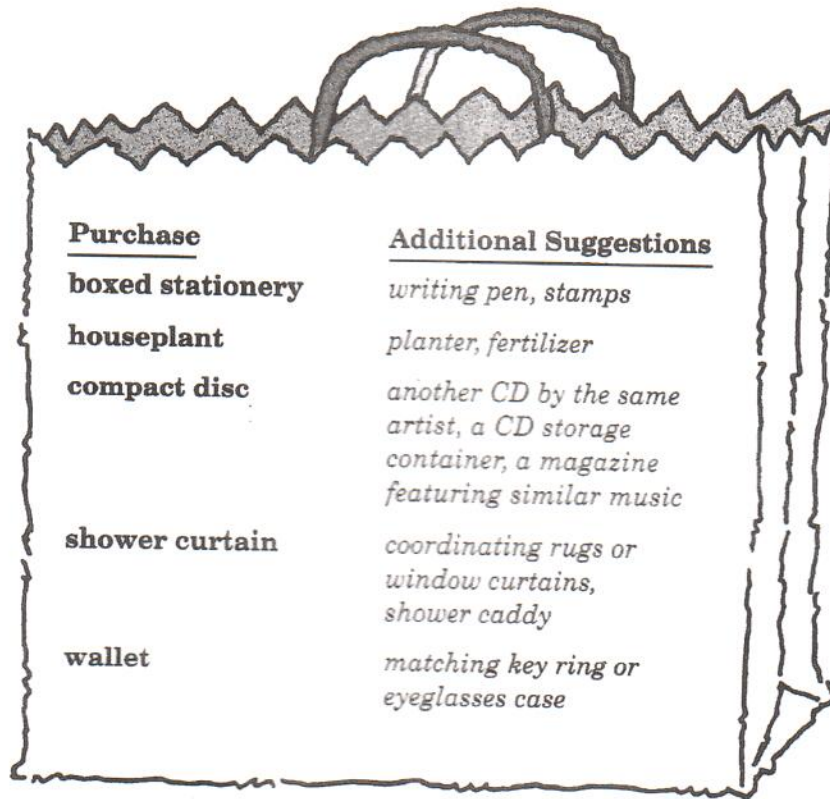
Sales Associate: "These dishes are great for summer, aren't they? Do you need any linens to go with them?"

Customer: "Well, I hadn't really thought about that."

Sales Associate: "We ordered a brand-new line of place mats, napkins, and tablecloths specifically to go with this dinnerware. They really make the whole table look festive and they wash up nicely—no fading, no ironing! Would you like to see them?"

It's not enough to tell customers about related items. You need to explain how buying a related item will increase their satisfaction.

Here are some ideas to get you started thinking about additional items that would enhance a customer's purchase:



<u>Purchase</u>	<u>Additional Suggestions</u>
boxed stationery	<i>writing pen, stamps</i>
houseplant	<i>planter, fertilizer</i>
compact disc	<i>another CD by the same artist, a CD storage container, a magazine featuring similar music</i>
shower curtain	<i>coordinating rugs or window curtains, shower caddy</i>
wallet	<i>matching key ring or eyeglasses case</i>