

RESIDENTIAL SELLING TIPS



Don't Sell Products, Sell Comfort Solutions

TIP!

It's obvious that you want to sell products to your customers. This is necessary for your business to succeed. What you might not have realized is that shifting your sales philosophy from selling products and features to selling comfort, provides opportunities to be successful and exceed customers' expectations.

When we talk about selling comfort, what we mean is connecting and listening to your customers' needs and wants in order to offer solutions to their problems and make them feel more comfortable in their homes. You can sell a customer an air conditioning unit that cycles on and off with a temperature swing of six degrees—it cools the home and basically gets the job done. But what if you sell them a unit with a temperature swing of one degree that provides much more comfort and a better efficiency.

The key is listening to what the customer is telling you. A good rule of thumb is that you should be listening 70 percent of the time and speaking only 30 percent of the time. Once you have a good understanding of the situation, you can pinpoint the products to recommend the customer, explaining it in terms they can understand. It's all about being in tune with the customer's needs and wants as well as demonstrating that you're there to help them be more comfortable, save money and breathe cleaner.

