

Suggestive Sales Opportunities

A customer mentions the sudden change in the weather and complains about the cold air leaking into her house. What items or service could you offer/ mention to her?

- 1) **Weather-Stripping / Door Sweep:**
Attractive descriptives: Quick to install, energy saving.
- 2) **Caulking:**
Attractive descriptives: Do it yourself, easy to use, energy saving.
- 3) **Window Film Kit:**
Attractive descriptives: Seasonal solution, money saving.
- 4) **Storm Doors / Storm Windows:**
Attractive descriptives: Long-term investment, investment in comfort, warm, cozy.

Sample Offering Dialog:

“It sounds like you could really some energy saving weather stripping.” OR

“You will be able to keep a bit warmer and save money with a little do-it-yourself caulking. I can show you how easy caulking is if you’ve never done it before.”

Be certain to wait for a response.

Finishing Well:

As your customer is leaving remember to show that you care. *“Bundle up and keep warm on the way home! We hope to see you again soon.”*

It is always a good idea to tie in a customer’s previous comment if it is appropriate.