



Episode Guide

Episode	Title	Preview
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1	Establishing Rapport	The first, and most important, part of every sale. How important? As much as 70% of your success on the sales floor rests in your ability to establish rapport. Learn how.
2	"Question" your way to the top of the sales chart	Discover how the depth of your questioning leads to more and bigger sales. You'll learn the best questions to ask for every scenario.
3	Presentations that sell	You know your product knowledge. But do you really know how to make it come alive? Watch and learn how the best in the business do it.
4	Selling More Items to Every Customer	Multiple item sales are the lifeblood of every store, and every sales person. In this episode, we'll look at proven ways to sell more items to each of your customers.
5	How to close the sale	You'll learn how you can effectively and easily ask for the sale. No pressure. No tricks. Just proven strategies for getting your customer to say 'yes'.
6	Overcoming customer objections	You'll learn how to overcome the most common and challenging of objections. When you learn how to get past these 'deal breakers', you'll quickly ring up more sales.
7	Building Customer Loyalty	How you 'end' the sale will often determine if you'll see your customer again. All too often though customers are left with a hollow feeling at the end of the sale. Discover simple ways you can leave your customer with a great impression of you and your store.

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8	Driving Average Sale	Learn how you can increase the average amount each customer spends by 5, 10 and maybe even 20%! Effective and practical strategies that work.
9	Improving your Conversion Rate	Selling to more customers. That's what we all try to do. But, what works best? Come along and learn powerful ways that actually get more of your customers to buy from you.
10	Attitude is Everything	<p>Before the skill, before the knowledge, comes your attitude. Listen in as we talk about how attitude makes the biggest difference between winning and losing, and how you can change your own mindset.</p> <p>Who's really in charge of your performance? You are. It's up to you to make a difference on the sales floor. So, what are you waiting for? This episode will shake you up, and leave you ready to go make a sale.</p>
11	Ten Ways to Be A Sales Pro on the Floor	Being viewed as a professional is something everyone wants. The good news is that you're about to learn what you can do, starting today, to act and become a true sale pro of the sales floor.
12	Dealing with Common Selling Challenges	It's not always easy on the sales floor. This episode will look at some of the more common challenges you face on the sales floor every day, and how you can work around them.