

Three Steps for Making a Sale

Selling isn't about you being an expert or talking all the time. It's a process that has 3 steps to it.

Step 1: First – get personal. Ask the person their name. Then ask questions to find the customer's needs.

Examples: What parts of your yard would you like to add some color or interest to?

Are you looking for an annual or perennial? Shrub, flowering plant, ground cover?

How much light does the area get?

How much water will they get? How will they be watered?

Will the plant be in the ground or in a container?

Step 2: The Joint Discovery Process— Once you have their answers...

- a. Take the customer to a chart based on the answers to Step 1.
- b. Look at the chart together and have the customer choose the color they want. See if the plant meets the criteria from Step 1. If not, have them choose another one – or if you have an idea, show them the plant.
- c. If they have a question you cannot answer, you can say, “I don't know the answer to that, but let's find out. You can either nab a more experienced MG or use the *Sunset Western Garden Guide* to get the answer.

Step 3: Buying the First Plant

- a. Take them over to the plant and ask how many they want.
- b. Ask “Can I get you a box?”
- c. If this is all they want, walk them over to the cashier, and move on to the next customer.
OR
Take them to the next garden need they have. If you've handled the perennials...then maybe you will then go to bulbs, or annuals, etc.
- d. Repeat Step 2 and Step 3.