

## 3 ways to Increase Your Average Sale

Great salespeople know that most people don't want to buy furniture, a mattress, or tires - **they want to buy**

# BEAUTY, FUNCTIONALITY, AND AN EXPERIENCE

**Listen to your customer** to learn what they need. It's your job to help them see the **beauty, functionality,** and **experience** by making suggestions for them that are not for your personal gain as a salesperson.

## GREAT SALESPEOPLE PROVIDE THIS BY:

**1** CROSS  
SELLING

**2** ADDING  
ON

**3** UP  
SELLING

If your product suggestion doesn't help the customer,  
**DO NOT suggest it.**