

When and How to Re-approach an “I’m Just Looking” Customer?

SIGNS CUSTOMERS ARE READY

to be **re-approached**:

- A customer feels the upholstery on a sofa
- A customer sits in a recliner or sofa to feel the comfort
- A customer looks at the price tag on a dining table set
- A customer opens the door of a refrigerator or appliance

Next, **approach the customer** with some

PRODUCT KNOWLEDGE

You could say something like:

- That sofa is upholstered with microfiber. Microfiber can be a great choice because it...
- Do you like the comfort of that recliner? The X coils within the cushion really give it extra...
- I see you are looking at this excellent dining table! This table is manufactured by X which means it has X...
- Did you notice how smoothly the door opened on the refrigerator? That is because it is built with...

Showcasing your product knowledge will let your customers quickly see that **you are an expert**.