



# **B-121 Professional Window Coverings Sales**

## **Make-A-Friend** Consultation Selling System

### Section 1

#### Welcome and Introduction

- Meet Your Instructors
- Mission and Goals
- How to Make Money From this Program
- State of the Industry
- Wonderful World of Window Fashions
- Why Do People Buy Custom Window Coverings?
- Your Future As A Window Coverings Professional



# **Professional Window Coverings Sales**

## **Mission**

To provide confidence and skill to  
*measurably*  
improve sales and gross profit

## **Goals**

Build skill and confidence for  
New Consultants

Build competitive leadership for  
experienced decorators

# How To Make Money From This Program

## 1. Want to succeed and believe you can

- Our creator would not give you the desire without also giving you the talent.
- Never, never quit. We only learn through setbacks. That is when you become willing to change.

## 2. Be open minded

- Think why an idea will work, instead of why it won't.

## 3. Be willing to change

- Change is hard, but...
- If we don't change ourselves, we can't change our lives
- Welcome, do not resist...

**LEARNING**

**GROWTH**

**CHANGE!**

# State of the Industry

- Since 1990 – 2 business categories
- Neiman Marcus Effect
- Competition
- Future Trends

# Wonderful World of Window Fashions

Why Is Window Fashions the Best Business In the World?

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2. \_\_\_\_\_
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10. \_\_\_\_\_

# Why Do People Buy Custom Window Coverings?

Let's talk about that right now. *Why do people buy custom window coverings?* There are three basic categories of reasons.

1. **Functional**
2. **Decorative**
3. **Emotional / intangible**

## **Functional**

In the functional category we have privacy, light control, sound absorbance -- that is, to reduce noise; and insulation from heat in the summer and cold in the winter.

## **Decorative**

In the decorative category, we have: Center of focus in a room; color, texture, and design -- the way the window coverings add an artistic quality to the room.

## **Emotional**

In the emotional and intangible category -- we find motivation such as: to reflect the status of the individual, their achievements in life; pride in their home; personal expression; and to enhance their own self-image through quality surroundings.

## **Least important to QUALITY buyers - Functional**

Of all these, functional reasons are the least important – Decorative and emotional reasons are primary – especially if the consultant builds these values in the mind of the buyer. The beginning window coverings decorator doesn't realize this. He often thinks that custom window coverings is functional like a toaster or washer, and the focus is frequently on price. But the opposite is really true. Custom window coverings are 95 percent decorative and ornamental - only 5 percent functional for QUALITY CONSCIOUS buyers. Problem: sales consultants are corrupted by too many buyers that do not understand these benefits at this point in their life passage.

To give you an example, a single window in your own home might require only a \$50 roller shade to give your privacy and light control -- yet, a custom window coverings for this window could easily cost \$2000.

# Your Future As A Window Coverings Professional

- Rewarding Career
- The Success Opportunity
- Your Financial Development
- You Decide to Grow. Customers “Buy” Your Decision
- Growing by the Numbers
- Growth Potential

## **Assumption: Shop-At-Home**

This Professional Sales course assumes that you go to the customer’s home to present window coverings products. If you are selling in a store many of these ideas will be helpful, but it is the belief of the authors that customers can only be served professionally by going to their home to view their lighting, their furnishings, and the actual setting where the products will be used.

## **Rewarding Career**

The Window Coverings Specialty field is one of most exciting and rewarding careers anywhere. Wherever there are quality homes—and homeowners who cherish tasteful interiors—there is a need for an experienced window coverings professional.

It is a true profession, and for the same reasons that law, healthcare, accounting, and real estate are professions. Every profession requires its members to be trained and experienced.

## **Professional Work is Unique**

A professional does not do simple rote work, but instead, must be able to identify unique challenges and develop creative solutions. In addition, the successful professional must have a pleasing personality and provide exceptional customer service. These are the qualities required of successful window coverings professionals.



## **Your Success Opportunity With Window Coverings**

Those who qualify will begin with basics and continually learn and grow. The potential for personal development and financial rewards is among the highest of any career field. Even better, the work is pleasurable and flexible. Window Coverings Professionals work with high quality, successful homeowners by appointment. Sales are not in the store, but in the customer's home. Schedules are largely determined by the professionals themselves. The need is strong and ongoing. Homeowners need expert assistance. Tastefully designed window treatments enhance their home's décor, and add to the quality of lifestyle for the entire family.

## ***Your Financial Development***



Your income with is based on service you give to your customers. You will measure your service by the way customers "buy-in" to your personality and ideas.

*When customers like you and your ideas they buy more products, and buy more often.* Developing as a professional is a matter of building confidence and skill. There is a well defined pattern in the window coverings industry about the progression to expect.



***Your growth is measured by your closing ratio  
and average size of sale to your customer!***

## **You Decide to Grow. Customers “Buy” Your Decision**

The wonderful thing about In-Home consulting sales is that your talent, experience, and confidence will grow steadily. You will serve your customers better over the years. Your customers will reward you by “Buying-In” to your ideas.

***When customers like your ideas they will buy products from you more often. They will refer you to other good customers. Then your income will grow as your sales grow.***

Your growth is measured not only in terms of sales, or of years in the business or even by the number of customers you have served. Instead, there are numerical values that allow you to measure your own progress as you learn and grow.

## **Growing By the Numbers**

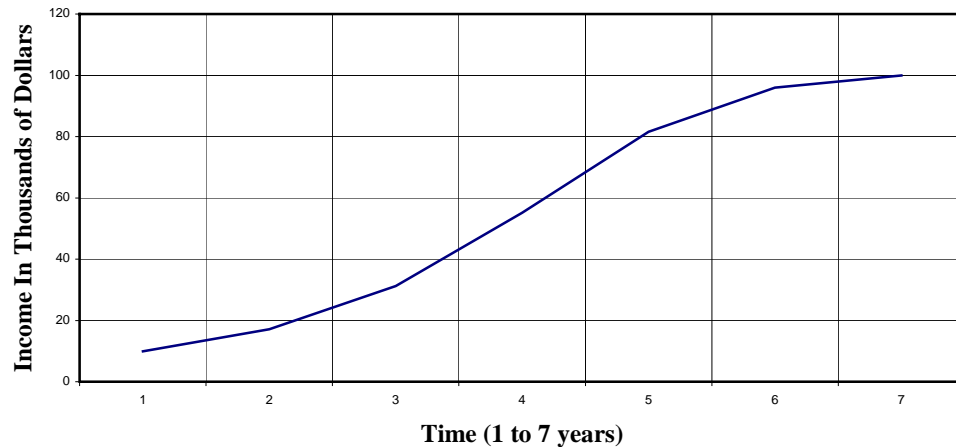
There are two yardsticks we use to determine the quality of your people skills and your design skills. These are “*Closing Ratio*” and “*Average Customer Sale*”.

If these terms are new to you, you will learn more about them in class study. Probably have a good idea what they mean from the words. At first your closing ratio will begin low—possibly 50% or less. Your average sale will also be low, likely near \$1000. As you gain experience, both will increase significantly. Then your sales will grow, and your income will grow.

Window Coverings Professional – Income growth accelerates as you build repeat and referral sales from your customer relationships

Here is a typical growth curve over seven years for an average person. Ambitious, striving sales consultants can reduce this by 30% to 50%. It's YOUR decision.

## Projected Income Over 7 Years



### Three Phases of Professional Growth

These phases are determined by your confidence. Confidence grows through training and experience – and most of all, by facing what you are afraid to do... and doing it anyway!

**Phase I** – Beginning consultant learns products, design, and customer needs →

**Phase II** – Consultant grows in confidence, builds a following, understands the business- →

**Phase III** – High confidence, better customers, more repeat and referral sales.

*Result: Higher Income*  *Less Work*

### Growth Potential

Since the beginning of the new millennium in 2000, America and much of the civilized world has experienced the most booming growth in new home building and remodeling ever known in history. The result is booming demand for window coverings.

### Today the Opportunity Is the Best Ever

Home Building is strong. New, exciting window covering products are being introduced to please contemporary home owners. Never has there been such an opportunity to grow and build a future.

## **Competition Is Significant**

Brand name manufacturers have developed brand name identity and distribution through box stores, Internet, and non-store, low overhead dealers. Competition is significant and will grow. However, the difference when selling products is people! When the products are the same, the people selling them should be different.

## **Leaders Sell Knowledge and Skill - Products Just “Tag Along”**

Leaders win sales because they are better trained, have better attitudes, are more reliable, and follow up to build relationships.