

Vittorio Galgano
How to Sell in a Store

Manual for Clothing and Footwear



**OTTANTAVENTI
BOOKS**

Index and introduction

How to sell clothing in a store – Manual for clothing and footwear / Vittorio Galgano

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Introduction

Retail sales have a role of vital importance and the action of stores, crucially located between production and consumption, is a fundamental element of wealth and prosperity.

Stores are strategic places where:

- People go in order to satisfy their needs
- The purchasing process begins and in some cases is already in an advanced phase
- Suggestions for complementary and supplementary purchases can be optimized through accurate visual merchandising, advertising and effective actions **on the part** of salespeople.

The store is the place where the final card in a long marketing process is played and it requires highly professional management in order to stimulate an ever more difficult and complex market.

Notable progress has been made in retail sales and all kinds of stores have become more attractive in terms of their furniture, ranges and proposals.

Unfortunately, little or nothing has been done regarding the professionalism of salespeople. A salesperson is often someone who merely offers goods instead of being a professional who:

- Stimulates a purchasing desire
- Influences choices
- Creates additional needs
- Builds customer loyalty

It seems impossible but a large number of people still don't realise that untrained staff lead to a poor store image, loss of sales opportunities and customers.

As the Rockefeller Institute observed, the reasons for customer loss can be broken down as follows:

9% because they move away or other reasons

9% because they are won over by competitors

14% because they are not satisfied with the purchase they made

... but 68% because they are not satisfied with the service they received.

The percentage of customers who are unsatisfied with service

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is very high and those who don't come back are often some of the best clients, as in the case of this customer (anonymous):

*'I am a nice customer. Everybody knows me.
I am the one who never complains, no matter what service I am offered.
I sit in a restaurant and wait patiently until the waiter realizes I am there.
I do not complain, I just wait.
If enter a store to buy something I politely catch the attention of the store assistant.
I apologise if I'm taking time to decide whether to purchase or not and I see that the store assistant is getting impatient. I do not believe in brusqueness.
At a restaurant if the bill is high and the quality of the food did not match... I pay without a word of complaint, ... sometimes I even leave a tip. Because this is what people do.
The other day at a gas station I politely asked the operator to clean my windshield. They sighed and used a piece of grimy cloth . But I didn't argue.
I never bump into anyone, I don't criticize, I wouldn't dream of creating a nasty scene in public. No, never. I am a well mannered customer.
And now, I'd like to tell you who am I ...
I am the customer who will never come back to your store!'*

The main cause of this huge loss is the incapacity of salespeople to 'interact professionally' with customers. But what does 'interacting professionally' mean?

It means to have the **motivation, knowledge and capabilities** to play these four fundamental roles:

- **The role of goods expert** – who feels the need to update in order to show what's new, to highlight the features of their products and answer customer questions. Not easy things to do in light of the fast and ever changing nature of fashion, design and technology
- **The role of consultant** – It often happens that salespeople are asked to give suggestions by customers, to express their opinions and preferences. However, they ignore all too easily the customer's point of view and make mistakes which compromise the sale. This role requires the ability to be a careful listener who takes customers and their psychological needs into consideration, because 'people agree only with what

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they want to hear'

- **The role of transmitter** – polite behaviour is the most effective channel for the transmission and the assertion of a positive store image and to ensure the return of customers
- **The role of persuader** – capable of leading the customer to the purchasing decision, without giving that unpleasant sensation of wanting to sell no matter what.

The ability to play the roles mentioned above is closely connected to satisfaction in terms of service which we can offer our customers.

In a store it is strategic to introduce a customer oriented culture. The full satisfaction of customers must represent the goal of all activities carried out at a sales point. This culture is the winning card of people who understand its vital role in keeping customers, building loyalty in occasional customers and improving sales.

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