



### Competencies that are addressed:

#### PRIMARY COMPETENCY CATEGORIES:

- **Customer Acquisition**— Identifies and converts prospects who should be doing business with us into customers who are champions for our organization.

- **Customer Experience**— Creates an environment with customers to maintain a positive long-term relationship. Leverages positive experiences to create customer loyalty and a desire for them to be a champion for our organization.

#### RELATED COMPETENCY CATEGORIES:

- **Initiative**— Proactively makes things happen. Evaluates self and others and takes positive corrective action. Is self-disciplined.

- **Creative Thinking**— Innovative. Incorporates existing ideas and new ideas in a unique approach to resolve issues and capitalize on opportunities.

- **Professionalism**— Projects an image of maturity and integrity that creates credibility.

# Suggestion Selling

## SUMMARY

Suggestion selling is a powerful tool for incrementally increasing sales. When applied in the right way, customers are grateful for your suggestions and learn to trust you for expert advice. As a result, you are able to sell more services and merchandise while building trusting customer relationships.

## CONTEXT

Some of the most powerful suggestion selling approaches are simple questions and recommendations. These are meaningful comments that demonstrate you are interested in the best results for your customer. When you are as interested in the customer's success as you are in your own success, you build confidence and trust. Customers want to know that you are looking out for their best interests.

In this module, you increase your awareness and skill in the application of suggestion selling. You discuss the stereotypes of high-pressure salespeople and how that affects your relationship with customers. You commit to avoid actions that reinforce negative stereotypes and apply skills that build trust with customers.

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### At the completion of this module, participants will be able to:

- Use non-pressure selling techniques
- Gain customer trust through helpful suggestions
- Tie customer expectations to additional selling opportunities

*"Give them just a suggestion and you get them working with you."*  
—Orson Welles