

Customer Focused Selling Best Practices- Prepare

[Review Top Ten Best Practices for Prepare](#)

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What is Prepare?

Before you can sell anything, you have to prepare yourself and your department. Preparation encompasses personal appearance, attitude, goal setting, personal development, and department appearance.

The model associate demonstrates the following skills when executing the Prepare step of a customer focused Sale:

- Know the competition.
- Know what's on sale and where merchandise is located on the sales floor.
- Study the sales tools & keeps them at hand.
- Organize and prepare CFL binder.
- Develop a list of discovery questions for each product.
- Commitment to learning new products and growing product & selling knowledge.
- Develop personal goals.



Personal Professional Appearance:

- Well groomed
- Name badge visible & in good shape
- Smile
- Customer focused attitude