



The Retail Sales Bible: The Great Book of G.R.E.A.T. Selling

Rick Segel, Matthew Hudson

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The Retail Sales Bible: The Great Book of G.R.E.A.T. Selling Rick Segel, Matthew Hudson
Rick Segel and Matthew Hudson, PhD have simplified the retail selling process into a user-friendly book filled with concepts that are memorable, easy to master, easy to use and will become a part of the salesperson's persona almost immediately. In this book you will learn • The G.R.E.A.T. Selling System, which is an acronym for the 5 stages of selling • Greeting, Researching, Experimenting, Add-ons and Tethering a customer to the store • Ways to increase every sales associate's ATS, Average Transaction Size • Ways to increase every sales associate's UTS, Units Per Transaction • The greatest opening line ever written with proven results • The four words that increase a retailer's sales by 4 to 7 percent almost immediately • The five most powerful words that will engage the customer in conversation, learn the customer's true wants and needs and can establish trust instantly

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