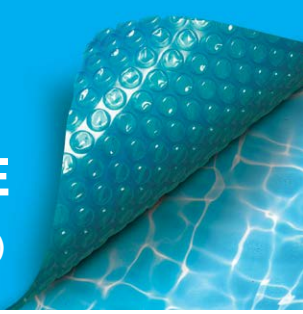




TO ACHIEVE MORE IN-STORE SALES TOP QUESTION STYLES TO OPEN THE CONVERSATION (ONCE YOU HAVE PRODUCT KNOWLEDGE)



1. Do you have a pool cover?
2. Can I talk to you about pool covers?
3. Did you know pool covers stop evaporation?

OR Want to stop evaporation in your pool?
4. Did you know most people double their swimming season with a pool cover?
5. Want to make looking after your pool a bit easier?
6. Want to warm your pool and extend your swimming season?
7. Have a leaf problem (want to stop the neighbours tree litter getting into your pool)?
8. If they ask you about pool covers, ask: What are you trying to achieve?

And for the regulatory side:
9. Pool covers are needed for heated pools and spas: Building codes email any heated pool with gas or heat pump needs a pool cover
10. Greater Sydney Level 1 water restrictions: Any new or renovated pool over 10,000 litres requires a permit to fill + SPASA approved pool cover

Sales Process:

1. **Open conversation.** Eg: 'Do you have a pool cover?'
This opens the 'Why are you asking?' question from the customer.

Answer: I'm making sure you have taken the water sample correctly at arm's depth because pool covers stop evaporation and chemical loss as well as heat the water, and I just want to be giving you the right advice.
2. **Sell a Pool Cover**
Get to site to measure up, have a look around for anything or everything else. Every time someone goes on site, measure and record pool size for pool cover – keep on file.
Benefits:
 - Daisy Pool Covers save water. Stop evaporation by over 97%
 - Daisy Pool covers warm your water by up to 8° and retain the heat in your pool, most people double their swimming season with a pool cover, they even get longer swimming days
 - Daisy Pool Covers help keep your pool clean
 - Daisy Pool Covers reduce chemical cost
 - Daisy Pool Cover will save you time and money
3. **Do you have an existing roller?**
 - No = sell a roller – makes using and storing your pool cover easy
 - Yes = sell a refit kit + sell an over cover. You need a refit kit to connect new cover to existing roller. Over covers wear out, if you can see through the over cover it needs changing to protect your pool cover.
4. **Install**

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