



SELLING IDEAS AND TECHNIQUES

WHAT ARE YOU DOING TO STIMULATE YOUR MARKET?

1. Leave a quote for a pool cover. Every time someone goes on site, measure and record pool size for pool cover and leave a quote regardless if they have asked for a cover or not. Keep the measurements on file, you only have to measure once. You MUST let all your customers know everything you do so you are the trusted pool supplier to ensure they don't look elsewhere for products and services you supply. When you are asked 'why did you leave a quote?' it is the ideal opportunity to open the conversation to sell why you left the quote. Be prepared and practiced for the conversation.
2. Product of the Month.

Every time everyone in the business talks to a customer, ask them if they have a pool cover to open the conversation (use this with the leave a quote item #1).
3. When a water test is handed over to you, ask: 'Do you have a pool cover?'

Then go on to say, "I just want to make sure the water sample is correct and I am giving you the right advice." This opens the "Why are you asking?" question. 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.
4. Once you have a pool cover sale, use the 'do you want fries with that' mentality:

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 the pool cover.
5. Get onsite. Proves you do everything for their pool including onsite servicing. Offer to measure up, offer to install and make sure you give maximum service and look around. There's nothing worse than something failing after you have been there (regardless of if you had anything to do with it, if you were there you should have seen it)

 - Do a Pool Audit + record all info: pool surface area, volume & all equipment.
6. NEVER email a quote. Measure the pool, design the solution and present the quote. ASK for the sale.
7. Listen to what the customer is asking for so you can navigate what you talk about. Ask them 'what are you trying to achieve?'
8. Product knowledge. Keep up to date, be the expert, be professional. Ask Daisy for training.
9. Keep smiling. Something for us all to remember when we are flat out, frantic and pulling our hair out... The first time your customer sees you is when they walk in the door, they don't know how busy you are so meet them with a smile. We are a service industry, we're here to help and make their experience something to remember.
10. Daisy Day. Encourage them to remove their cover in the winter months (the first Saturday of each month) to let their pool breathe, grab a water sample and bring it in to you for testing. This is an opportunity for you to create consistency in your relationship with your customer, not just in the summer months.

Click 'Daisy Day' on our website for more information.

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