



Selling Upgrades

An educated buyer will buy and a happy one will refer

BY ENZA CHECCHIA

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Selling upgrades is really not about selling at all, and if you think it is, you are not maximizing your upgrade sales. Think of your buyers as students eager to learn. Keep them engaged in the wealth of information and knowledge that you have to offer and they will sell themselves on the multitude of upgrades available.

Your job is to provide knowledge and listen to what they have to say. If you listen carefully to them, you will gain a valuable understanding of their lifestyle and what is important to them. Once you understand that, you can successfully share your knowledge on products that fit within their criteria and the sales will come.

Today's buyer has a lot of information largely due to channels such as HGTV and

their multitude of home decor and renovating programs. So often though, they only have partial information and are really more confused than anything by that information.

Your role in navigating them through the upgrademaze is to give them all the information and make sure they understand the difference between one product and another.

If you take your role as one of an advisor and a liaison to create the beautiful home of their dreams it will reap rewards both in your profits and in the all important relationship you foster with your

buyer. The second of the two is actually more linked to profits than the first. It is cliché to say: "We want our buyers to be happy." But did you know that the statistics according

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to Avid Ratings reveal that for every one unhappy buyer, you lose approximately 67 referral buyers? Shocking! The mathematics is simple. That one single unhappy buyer tells on average 11 friends of their negative experience and they in turn tell 5 friends. We know that unhappy buyers cost us, but that number is astounding. At a time where sales are slower than they have been in

years, who can afford the high price of an unhappy buyer?

We may think price is all that a buyer cares about and if you ask them they would say that it is top priority. However, price alone does not ensure the longevity and loyalty of a customer that is needed to be successful. Excellence in relationships is a cultivation of mutual trust and respect for what each person brings to that relationship and far outweighs pricing.

The buyer may remember a fair priced product they purchased, but what they remember and share most often is the relationship; being engaged in the process with you and their overall experience. The sharing of knowledge increases your upgrade sales and that positive experience is what keeps them and all 67 of their friends referring your business. **OH**