



Sales Tips & Tricks

1. Take small sample treatments to the customer as a **sales tool**. Do your best work; the quality will sell the job.
2. For panels make small header samples with different pleat styles. It helps the customer see what you are talking about. Many times the customer cannot visualize what you're describing.
3. Purchase **small pillow forms** of various fills to show clients the feel and characteristics of different types of fill. We recommend one each of High Quality Polyester Fill, Down-Alternative Polyester Cluster Fill, 25/75 Down & Feather and 10/90 Down & Feather. Our smallest of each are: PF12, PJ12, FD12/25, FD12/10.
4. To **add on a bedding sale** to a bedroom window treatment job, use our down duvet insert sample pack to show the weight and construction options. Take the samples in beautifully crafted "mini" duvet covers with welt cording, embellishments, etc.
5. Always use a pre-printed measuring form and take a photo of each window. This will help you avoid mistakes and allow the workroom to properly scale the treatments. We offer Minutes Matter packages which include forms for Measuring, as well as Client Management and Work Orders. All help you **stay organized**, make better presentations and improve efficiency.
6. **First impressions count!** Arrive for appointments on time, well-groomed and dressed professionally. Your clients will form their opinion of you as much from visual cues as what you say.
7. Show your client sample size draperies made without lining and with different linings and interlinings. The samples speak for themselves and often **help you up-sell** the job.
8. To avoid distractions when measuring, take along several design books and ask the client to flag their likes and dislikes. This will increase your understanding of the client's tastes as well as ensuring you obtain accurate measurements.
9. Try carrying along a grommet and upholstery nail sample pack to match to the client's existing furnishings. It is also handy to take a paint deck along for reference when discussing color options.
10. Use good listening skills so you can appropriately evaluate the client's needs. Then play those needs back to the client in your presentation, describing for them the **benefits your solution offers**.