

The Sales Minute is a short-form book for retail salespeople that covers 101 sales tips. The book can be used ongoing as a reference to drive positive sales habits and behaviors, built on real-world experience, and sales psychology.

The Sales Minute: 101 Tips for Retail Salespeople

By Peter Smith

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The Sales Minute

101 TIPS FOR RETAIL SALESPeOPLE



Peter Smith

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Published by Booklocker.com, Inc.

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Paperback ISBN: 978-1-64719-575-5

Hardcover ISBN: 978-1-64719-576-2

Ebook ISBN: 978-1-64719-577-9

Printed on acid-free paper.

Cover design by Todd Engel

Interior design by Ali Hibberts

Library of Congress Cataloging in Publication Data

Smith, Peter

The Sales Minute: 101 Tips for Retail Salespeople by Peter Smith

Library of Congress Control Number: 2021907670

Also by Peter Smith

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*Principles and Perspectives for
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Author's Note

According to the US Department of Labor Statistics, there are about 4.6 million salespeople in retail stores as of 2020. It is impossible to know how many of those salespeople are actively engaged in influencing customer behavior—as opposed to purely clerking.

However, any visit to better-quality retail environments such as jewelers, clothing stores, shoe stores, department store makeup counters, furniture stores etc., reveals that there are a great many salespeople who have the opportunity to inspire consumer behavior and who believe themselves to be committed sales professionals.

This book is for them.

My goal was to write a book that would serve as a companion piece for salespeople who are interested in their own professional development. A book that doesn't necessarily need to be read from cover to

cover but can be opened randomly to provide a tip or pointer to be put into practice that day.

The short-format approach with this book is new for me and, I confess, quite challenging. There is so much material and research on the psychology of sales, and I am more accustomed to writing columns and articles that present those findings in a narrative form, with appropriate attribution and suggested reading. That was certainly true of my previous books, *Hiring Squirrels* and *Sell Something*, where I used storytelling to engage the reader.

This book is different, and I hope you will enjoy its shorter format. I had intended to call it *Tweet-Sized Tips* but ultimately concluded that many of the tips needed to be expanded beyond the current 280-character format on Twitter.

The list of topics is comprehensive but not exhaustive. I have no doubt that other writers and training professionals could produce an additional 101 tips

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from just those topics I've missed. That said, *202 Sales Tips* just doesn't have the same ring to it.

Excepting the first couple of points, the book is expressly not sequential. It can be read in one sitting or consumed in more digestible bites, one tip at a time.

Whichever route you choose, I hope you enjoy the ride.

Peter Smith

The Paradox of Choice

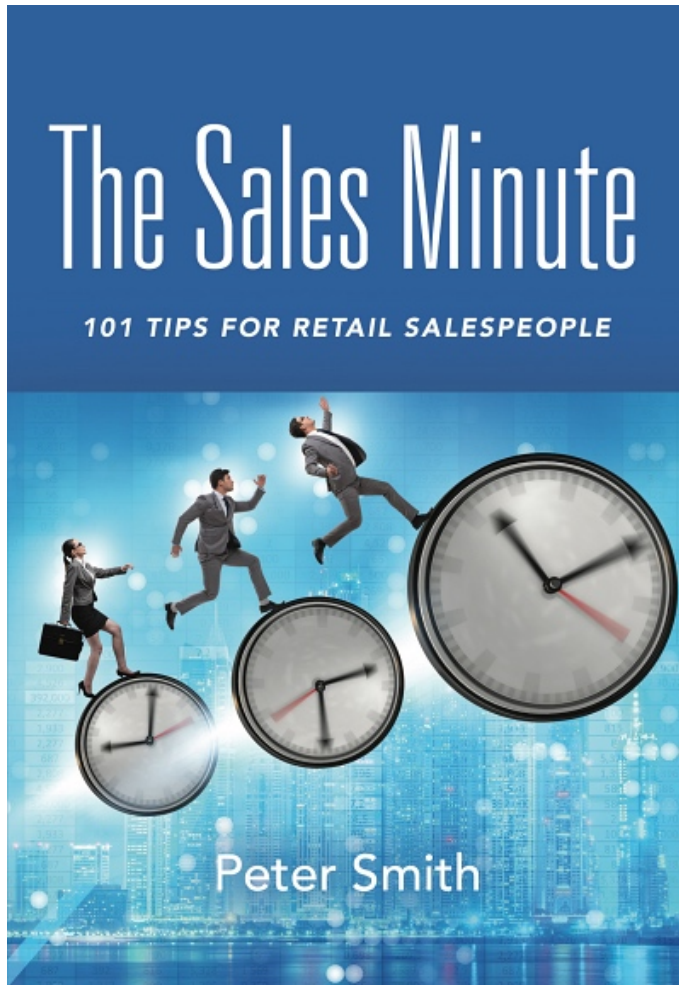
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As counterintuitive as it seems, choice is not always a good thing, at least beyond a certain point.

Presenting too many options increases the cognitive burden for the customer. So much so, in fact, that he or she will remove themselves from any conversation that requires them to think too much or work too hard.

If you have done your job in engaging the customer and understand her motivations and needs, limiting the number of options to three is the best thing you can do for her.

Being presented with three options allows her to feel ownership in the decision-making process—a central tenet in human psychology—without overwhelming her.



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