



Friendliness Matters

Interactions with customers can be drastically improved with the addition of one simple thing — friendliness. It’s a sales fact that friendly salespersons sell more than an unfriendly one. A smile helps, but be careful. A forced smile can be a turnoff.

Most often, salespeople perceived as “friendly” are ones who have received the best retail training and the tools to provide an exceptional experience. So, know your product and know your tools. With confidence, the friendliness comes naturally.

And that’s smart business!