



Furniture • Electronics • Appliances

Telephone Sales Guide

Remember: The Customer steers the order of the conversation,
do not ask a question before first answering the Customer's.

10 Points Each

Introduction: 30 Points

Step 1.) The Greeting: "Thank you for calling Aaron's. This is ____ How may I help you?"

Step 2.) Introductions: Get their name: "Great, whom do I have the pleasure of speaking with today?"

Step 3.) How soon do you need it?: This is not an assumptive close. At this point, we are merely gauging the customer's sense of urgency. If the customer says "today", reply with "let me mark that down." and proceed to Step 4 after recording that information on your short order form.

Selling Points: 50 Points

Step 4.) Ask qualifying questions: 5 points per question (10 pt. max)

Ask at least 2-3 qualifying questions from the Short Order Form to right fit the customer to the product that best suits their needs. Ask questions that get us to the product that best fits their needs the quickest. for example: "Is there a color, style, size, etc. you are looking for?" "What features do you need to have in your _____?"

Step 5.) Make a recommendation: 10 points each

"Based on what you told me, I would recommend _____."

- Explain at least 2 features and their benefits to the customer.
- Quote the retail price along with the lease rate and terms.

Step 6.) Ask for the sale: 20 points

- Confirm that the product we have recommended meets all of the Customer's needs. If we have made the best recommendation we have now earned the right to ask for the sale.

Ex: "To get started, you'll need to get on apply.aarons.com to find out your leasing power. Can I walk you through that?"

Identifying the objection: 10 Points

Overcoming Objections: 20 Points

If the Customer is not yet ready to make a buying decision **Ask:**

"Does the product we discussed meet all of your needs?" If their answer is "NO" we have found an objection we must solve before we go further. If their answer is "YES" and the product meets all of their needs proceed to:

Overcoming the objection: 10 Points

Ask: "Now that we have found the right product for your what would prevent you from getting the merchandise?"
Make and attempt to overcome the Customer's objection to receive these points.

Bonus: +10 each

1.) Request contact information for follow up.

Examples: e-mail address
phone number
mailing address

2.) List at least 3 Benefits of being an Aaron's Customer.

Examples: Aaron's Club, EZPay, Free Same Day
Delivery & Setup, Guaranteed Low Price, Best in Class
Service program, 120 DSAC, Etc.

Negative Points:

-10 each

1.) If the customer is left on hold for more than 60 seconds at one time.

2.) If the associate does not attempt to overcome objections.