

Check off the Customer Focused Selling best practice when you hear it in the audio example. An example may not include all best practices.

Step	Best Practice	A	B	C
Engage	Approach and greet a shopper.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	Respond to “No” and “Yes” answers when you ask “Do you want to look around?”	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	Deliver a 15-second commercial.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	Gain permission to re-approach.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	Re-approach a shopper by offering service.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Analyze	Obtain the shopper’s name.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	Offer to qualify the shopper for financing.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	Probe to find the shopper’s actual needs.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	Listen actively as the shopper explains her needs.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	Provide information necessary for shopper to understand actual needs.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	Position HOM Guard as a feature.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	Probe to find the shopper’s expanded needs.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	Sketch the room.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	Provide the shopper with the information necessary to understand her total needs.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Present	Present a solution to her actual needs.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	Use benefits, functions, and features when presenting a product.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	Present HOM Guard.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	Present a solution to her expanded needs.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	Overcome objections and probe for hidden objections.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Ask	Probe for buying signals and properly interpret buying signals.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	Ask for the order for actual needs.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	Ask for the order for expanded needs.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	Handle a shopper who says “Yes” when you ask for the order.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	Handle a shopper who says “No” when you ask for the order.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	Use financing to overcome budget objections.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	Turn a shopper who purchases over to Guest Services.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	Follow up with a shopper who purchases less than you presented.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	Follow up with a customer who purchased all that you presented.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>