

Piano retailers that use the Customer Frontline piano selling system increase profits three ways:

**CUSTOMER TRAFFIC COUNTS
NUMBER OF UNIT SALES
GROSS MARGIN**

Key 1: Customer Traffic Counts

The number of shoppers who visit the piano showroom in a month is a combination of two "floor up" categories. A shopper is either on a first time visit to the store, or making a return visit to take another look, find out more information, etc. It is the returning shopper that is most likely ready to buy. Experience shows that piano sales people who follow the qualification outline, the prospect rating system and their follow up contact schedules in Customer Frontline achieve higher rates of returning shoppers, not only increasing the quantity but also the buying quality of in store customer traffic. Customer Frontline sales people do a much more in-depth customer qualification that lends more credibility to their follow up calls and contacts; the more complete a qualification the easier it is to motivate a prospect back into the store. Their prospects cannot be lost or neglected because the automated tickler file in Customer Frontline sends relentless reminders to follow up! And easy to use database navigation tools make it easy and fast to find the best prospects at any time - for the sales person and the sales manager. The number of first time shopper counts increase the more Customer Frontline is used because sales people learn how to use the referral networking tools built into the system. Fact: the higher the number of qualified prospects in a Customer Frontline piano database the higher the odds to close more piano sales!

Key 2: Number of Unit Sales

The number of pianos sold in a month divided by the number of new shoppers registered in the same month yields the closing ratio. Although the average never exists the Customer Frontline system has a proven track record to help piano retailers *manage up* their closing ratio. One example is a piano retailer that had a closing ratio under 33% when Customer Frontline was first implemented. One year later the ratio had increased to over 50%. Think of it this way. Instead of selling 33 pianos to every 100 new shoppers this company sells 50, an additional 17 pianos per 100 customers because the sales staff improved their customer qualification techniques, prospect follow up disciplines and their closing skills. How much more gross profit would an increased sales closing ratio yield for your company?

Key 3: Gross Margin

Gross profit dollars go to the bank. The amount of deposits in a month are combinations of three inside store results: the number of units sold, the average selling price and the gross margin. Piano sales people who follow the Customer Frontline System increase each of these three metrics. 1) The number of units sold goes up due to a timed and organized prospect follow up discipline. 2) The average selling price increases because of better prospect qualification; a higher quality piano is closed when the sales person has done a more complete job to learn all of the motivations that is driving the purchase. 3) The gross margin is protected because the sales person has the tools and resources to close a sale before the shopper engages in comparisons with other brands or dealerships.

Conclusion:

Every piano retailer that manages their business with Customer Frontline will agree that they sell more pianos today by following the system. Customer Frontline starts paying for itself immediately...why wouldn't you want these same results for your company? References upon request!