



PREFERRED POWER SELLING – GROWS

Using the “**GROWS**” method to Greet and Connect. Work in pairs or if with Three Associates one acts as an impartial observer.

One Associate works as the Sales Associate, and one works as the Customer. The Associate who works, as the customer should change their name so as to make the Sales Associate discover this information during the Exercise. It must be practiced until it is natural, and until the Sales Associate is able to gather and remember all five answers without it seeming artificial, and without having to write the information down. In the beginning however, the Sales Associate is more than welcome to keep the reference sheet in front of them, and to jot down the answers to all five questions.

Name: _____ Date: _____

G = _____ Greet and get the clients name.

R = _____ What is the recipients name?

O = _____ What is the occasion?

W = _____ When is the occasion?

S = _____ What do you want the gift to say?

