GRIT GUIDE

GRIT GUIDE
BY GRIT BLUEPRINT

GRIT GUIDE
NO. 06

THREE TRIPS OR ONE GIVE THEM THE REASON

How to Recommend a Product and Give the Customer a Reason

Featuring Michael Tull and Abeer Saeed

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THE PROBLEM

Michael Tull does not sell a prefinished door on its finish. He counts trips.

Two or three choices that fit, one reason for each, the trade-off said out loud, and a question that lets the customer pick.

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THE PLAN

7 STEPS

01 START FROM THE PRIORITY THEY NAMED

02 BUILD A SHORT LIST OF TWO OR THREE

03 GIVE EACH OPTION ONE REASON TIED TO THAT PRIORITY

04 SAY THE TRADE-OFF BEFORE THE CUSTOMER FINDS IT

05 COMPARE EVERY OPTION ON THE SAME LINES

06 LET THEM SEE IT WHERE IT WILL LIVE

07 ASK WHICH IS CLOSER, THEN CONFIRM BEFORE YOU ORDER

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WORDS TO KNOW

RECOMMENDATION

One to three products you would stand behind for this job, each with the reason it fits.

TRADE-OFF

What the customer gives up to get an option: more money, a longer wait, more upkeep or a choice made earlier than they wanted.

PREFINISHED

Painted or stained at the factory before it ships, so it arrives ready to install.

SPEC SHEET

The manufacturer’s fact sheet for a product: sizes, materials, ratings and options. Product claims come from it, not from memory.

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01

STEP 1 OF 7

START FROM THE PRIORITY THEY NAMED

Before you pick a product, read back what you heard: “So the main thing is [priority]. Did I get that right?” Write the answer down in the customer’s words, not yours.

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02

STEP 2 OF 7

BUILD A SHORT LIST OF TWO OR THREE

Pull the options that fit the priority and the limits. Two or three give a customer enough to compare without getting lost. Leave off products that miss the budget, the date or the job.

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03

STEP 3 OF 7

GIVE EACH OPTION ONE REASON TIED TO THAT PRIORITY

For each option, finish this sentence: “This one fits because [reason].” The reason has to connect to what the customer said, and it has to be true for this exact product.

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04

STEP 4 OF 7

SAY THE TRADE-OFF BEFORE THE CUSTOMER FINDS IT

Every option costs something: more money, a longer wait, more care. Name it in the same breath as the reason: “The trade-off is [difference].” A customer who hears the downside from you has more reason to believe the upside.

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05

STEP 5 OF 7

COMPARE EVERY OPTION ON THE SAME LINES

Put the options side by side and ask the same questions of each: the exact product or series, style and finish, how it is built and where it can be used, sizes, what is included, what is left out, availability with the date you checked, and the total price for the full scope.

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06

STEP 6 OF 7

LET THEM SEE IT WHERE IT WILL LIVE

Some choices only make sense in the room. Saeed's advice to showrooms: "So whatever product you have, give them an opportunity to see what it will look like in their homes" (14:56).

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07

STEP 7 OF 7

ASK WHICH IS CLOSER, THEN CONFIRM BEFORE YOU ORDER

Skip “So, which one do you want?” Ask: “Which of these feels closer to the project? What would you need to see or know before choosing?”

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> “If you think about it, a door gets hung on the job and it requires a prime coat and two top coats. That’s three trips to a job for one door.”

Michael Tull (10:09)

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THE CHECKLIST

CHECKLIST: BEFORE YOU RECOMMEND

- [ ] I wrote the customer's main priority in their words
- [ ] I know the budget, the date and who signs off
- [ ] Every option on my list fits the priority and the limits
- [ ] Each option has one reason tied to that priority
- [ ] Every claim comes from a current spec sheet or the manufacturer
- [ ] I named the trade-off for each option
- [ ] I compared every option on the same lines and marked the unknowns
- [ ] Samples went home, and I wrote down which ones
- [ ] I asked which option is closer and wrote down what is still open

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OUR TAKE

GIVE A REASON THEY CAN REPEAT AT THE KITCHEN TABLE

Stefanie Couch teaches it in this order: get curious before you get convincing, tie the recommendation to what the customer told you, then be clear about fit and the next step.

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FINISH LINE

A short list of two or three options that fit, one reason for each tied to what the customer said, the trade-off named, the same facts checked for every option, and the customer’s pick with what still needs confirming.

- The customer can say back why the option they chose fits their job.
- Each option on the page has a reason, a trade-off and the same checked facts.
- Nothing is missing from one side of the comparison to make it look cheaper.
- The choice, the open items, an owner and a date are written down.

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THE SOURCES

1. The Real Reason Customers Buy Again (Grit Blueprint Podcast, Michael Tull with host Stefanie Couch) Grit Guide
2. Consultative Selling Tactics That Customers Actually Love (Grit Blueprint Podcast, Abeer Saeed with host Stefanie Couch) Grit Guide
3. Ask Why Before You Walk a Customer to the Product Grit Guide

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READ THE FULL GUIDE

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