

Web shoppers have access to a lot of information. They may have more knowledge of your competition and other products available than customers that come to you from other sources. In general, assume that they are going to contact more than 1 company looking for prices and options.

What does that mean for you?

- Try to identify callers that have come to you from the Web
 - * reiterate the importance of identifying call source regularly to the people who answer your phone
- Set the appointment for as soon as you can get into the potential customer's home or they can visit your store
- Send your best salesperson
- ***Close the deal***, especially if you are the more expensive option (or your competition may have a chance to dispel your sales points and use price to steal the sale)