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When ever any-one asked me 'What do you do for a living?', I always used to say 'I sell sliding wardrobe doors'. But you know that started to sound pretty lame after a while, I mean it doesn't sound very exiting and never really prompted an interested response.

So a while ago I set about redesigning my approach to sales and how I promoted my sliding wardrobes. Don't get me wrong, they are not boring, I love what I do and think the product is fabulous, but how I could I impart their virtues other than 'I sell sliding wardrobe doors'.

After reading a popular book on sales technique, the penny dropped. I needed to focus on the benefits of sliding door wardrobes, rather than the features. The benefits that the customer wants to hear such as.

Creating more space in their home, 50% more than a traditional wardrobe.

Enhancing their space with a 'designer' feel

Creating a tidy, airy ambiance to their room

So now when people ask me what I do for a living I say I'm a 'space designer', and rather than say 'oh' and looked a bit vague, they look interested and ask for more information. Once I've got their interest I'm on a roll! It's easy to talk about the fact everything we create is completely bespoke and really does transform our clientâ€™s living space. We can do sliding door mirrors, a wide range of coloured glass and wood grain panels and some glorious glasen designs for the bang up to date penthouse feel at a fraction of the cost of going out and buying a penthouse.

Behind the sliding wardrobe doors is the functional aspect. Shelving, drawers and hanging space designed perfectly to suit the client. Whether it's shelves for jumpers, a TV, toy boxes or to hide a big pile of ironing waiting to be done, the space is completely designed to suit.

This sales technique can be applied to the art of selling anything, not just wardrobe sliding doors, but of course one of the fundamental aspects of sales, in my opinion, is that you have to start with a great product, and you need to really believe in what you're doing. Yet another reason I love our sliding door wardrobe display, they really sell them selves.

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Sophie Hogg - About Author:
Sophie Hogg runs a successful business of a sliding wardrobe. Combining her knowledge as an interior designer with many years experience supplying made to measure a sliding wardrobe doors all over the UK, Sophie can help you achieve your ultimate personal bedroom sanctuary.

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