Frequently Asked Questions (FAQs)
Handling Objections
Selling Tips

There are a number of recurring questions and objections that come up in the lead generation process. Here are the more common ones and some help in how to handle them.

Most Asked Questions: General

What is a no-obligation in-home decorating appointment?
It is an appointment in the member’s home with a Designer to look at ideas and options for Hunter Douglas custom window treatments. The appointment does NOT deal with decorating issues such as furniture placement, paint colors, etc.

Are there mileage or travel costs involved in your service?
If you live 25 or more miles beyond a Costco warehouse, there is a charge of $1.00 per mile each way for both the Designer and the Installer. The Appointment Coordinators will advise them of any potential charges if you are both unclear of the exact distance.

Most Asked Questions: Window Coverings

How does your pricing compare with other stores, especially the big box builder warehouses?
We are very competitive with other stores when you compare the same products and factor in the level of service we provide (design consultation, measuring and installation).

Can I do my own installation?
No. In order for the manufacturer’s warranty to be completely honored, it is best that the window treatments be professionally measured and installed by a Hunter Douglas certified installer. Since most windows are not perfectly square and most products require adjustments, this will ensure a perfect fit and a happy customer.

Why is Hunter Douglas considered to be “top of the line”?
Hunter Douglas is the pioneer in today’s window fashions, having developed nearly all of the styles that are most popular today. Many of their products are proprietary, which means there are no comparable
FAQs, Objections, Tips: Page 2 of 8

products by other manufacturers on the market. All of their products are made in the USA to the highest manufacturing standards.

**How long does it take to have my blinds installed?**
On average, once the order is placed, it usually takes 4-6 weeks for blind and shade orders to be installed. Our goal is to install as quickly as possible once the products have been fabricated. If the member has any deadlines to be met – make sure to put that information on the DAR.

**Am I able to see Hunter Douglas samples?**
Absolutely! Your Designer will bring samples of the products you are interested in to your in-home appointment. When the Designer calls to schedule, you can provide information about your window needs—including products you are interested in as well as color and style preferences—to help the Designer to better meet your needs.

**Does it cost extra to have the window treatments installed?**
All purchase quotes include the price for this; in some cases it may be a separate line item. Product + Installation = Final Quote

**I only need window coverings for a couple of windows. Can you still help?**
You bet! Order size is not a consideration. We know that if we do a good job, you will have us back for more work in the future and you’ll tell your friends.

**I have skylights. Do you have any products for them?**
We have a number of shades that work extremely well on skylights. I’ll note that need on your appointment request and the Designer will discuss those options with you when you meet.

**Why can’t I get a price on a window covering from you right now like I can at other stores?**
Good question, but the difference is in our approach compared with other retailers: we start with *needs*, not products. We come in to your home to work with you to determine exactly what you need given your lifestyle, decor, lighting conditions and other factors. Then the Designer is able to make recommendations that are best for you. In addition, pricing of window treatments has many, many variables—from window size to fabric styles to options like remote operation—too many for me! That’s why we offer a *complimentary* in-home appointment with our Designer that places you under no obligation to buy but gives you the complete picture of what’s available.
Dealing with Objections

Most sales people find overcoming objections the hardest part of their work. This need not be so, especially when you are armed with “comebacks” to objections. Below are the most-common objections and the most successful responses. As you develop your style of selling, you will find “your voice” in handling these situations successfully.

Also, keep in mind that not all objections are overcome. You will not succeed with everyone. It is important to recognize when a prospect is truly not ready to buy (at least right now), so you can “cut your losses” in terms of your time to focus on other, more ready, Costco members.

<table>
<thead>
<tr>
<th>Objection</th>
<th>Comeback</th>
</tr>
</thead>
<tbody>
<tr>
<td>Your prices seem high to me.</td>
<td>o Are you comparing apples to apples? Not only the product but also the service? I think when you look carefully you’ll see we’re very competitive on price.</td>
</tr>
<tr>
<td></td>
<td>o Our price includes our complete service, which includes measuring. Most other places will charge additional for these services.</td>
</tr>
<tr>
<td></td>
<td>o You’re also getting the value of a professional Designer, at no extra cost, who will consult with you about your needs and work with your decorating style.</td>
</tr>
<tr>
<td></td>
<td>o Our Designer comes to your home, at no additional cost to you (if you’re within our service area), to show you products in the environment where they will be used; other stores usually charge extra for such a service—if they even offer it.</td>
</tr>
<tr>
<td>I need to do price comparisons before I have a designer come to my home.</td>
<td>o By all means you want to be sure you are getting the best value. May I suggest you go ahead and book an appointment while you</td>
</tr>
<tr>
<td><strong>FAQs, Objections, Tips</strong></td>
<td><strong>Page 4 of 8</strong></td>
</tr>
<tr>
<td>---------------------------</td>
<td>-----------------</td>
</tr>
<tr>
<td><strong>I need to save up money for this project.</strong>&lt;br&gt;<strong>Or, I don’t have the money to do this right now.</strong></td>
<td><strong>Rebates are available if you use your Costco American Express card.</strong>&lt;br&gt;<strong>A Costco Executive membership also provides a 2% rebate up to $500.</strong>&lt;br&gt;<strong>The membership desk can assist you with this.</strong></td>
</tr>
<tr>
<td><strong>I don’t really believe the appointment with the Designer is complimentary. What’s the catch?</strong></td>
<td><strong>No catch. We have confidence in the value of our service that we don’t need to charge for our consultations. Yes, there are some folks who won’t buy from us, but the vast majority sees the value we offer and are more than thrilled to purchase through Costco.</strong></td>
</tr>
<tr>
<td><strong>I don’t need all the extra service like designer consultation, measuring</strong></td>
<td><strong>Our service is not offered that way. I’d like to tell you why. There is a lot involved in buying</strong></td>
</tr>
</tbody>
</table>
and installation. I just want to buy the product.

window treatments. And a big part of what we offer members is *peace of mind*. If you take the measurements and you get it wrong, you have no recourse with the manufacturer. If we mis-measure, it’s our problem, not yours. Same goes for installation. We have found that our service is well suited for most Costco members and we hope it will be for you, too.

**NOTE:** If the member is clear that they only want a DIY (do it yourself) product, refer them to the Graber Blinds kiosk which is an order and install-it-yourself program.

Perhaps the most common objection is related to inertia, or disinclination to move or act. It is often expressed as:

**I’m interested but just not ready to buy at this time. Or,**
**I’m not ready at this time. Or,**
**I need more time to make up my mind.**

Very often these objections mask other issues. We suggest you use a question-and-probe approach to uncovering the real problem underlying the reticence. Here’s how it might play out:

**I’m just not ready to do this right now?**

It appears from our conversation that you are interested in buying (product). May I ask what’s holding you up?

**Well, I’m just not sure you have what I’m looking for. I need to see other offerings at other places.**

I wouldn’t discourage you from looking around, but why not go ahead and book the designer appointment as well? You have nothing to lose—the appointment is complimentary and you’re under no obligation. And I can assure you that our selection is second to none. Is there anything else that may be keeping you from moving ahead?

**I’m just not sure I want to go with Costco. It’s fine for bulk foods and paper towels, but the items you’re selling are expensive.**
Have you seen Costco’s jewelry department? They are selling some very beautiful and expensive diamonds and they’re such a great value. I have no doubt they’re selling a lot of them; same for the plasma TV’s and same for what we offer. We are the largest seller of Hunter Douglas blinds and shades in the country.

*I’ll give you that.*

Here’s what I would suggest: since you’ve expressed a need for (product), why don’t we just go ahead and get you set up to have the Designer appointment in your home. It will cost you nothing to learn more about what we offer and the solutions we can provide you. Then you will at least know what’s available and what it will cost, and you can make your decision about moving forward at that time.

*Guess that can’t hurt.*

Great. Let’s get you signed up right now.

Another variation on the time objection is very legitimate. And that is the member’s start date. This is particularly true with new construction and remodels. **If a member indicates that she/he won’t be ready to do anything for several months, we would rather not create the DAR and provide them with a brochure so they can call us when ready.** If they expect to start their project within 60 days – create the DAR!

**Sales Tips and Advice**

Some miscellaneous and valuable information that may make the difference between getting a DAR and getting left out in the cold.

- If you detect a “budget buyer” who is nervous about what things cost, simply reassure them that, “Our Designers work very hard to deliver a quality solution no matter the budget. We’re very mindful of budgets – we all have them.”
- Stress the connection with Costco. Most members have a high degree of trust with Costco and know they will be taken care of should anything go wrong. “Costco has trusted us to supply this service to members for 13 years so we must be doing something right.” Let them know that we have satisfied many **thousands** of Costco members over this period of time.
- Keep current on all promotions. Hunter Douglas promotions are available on many products through the year and we want to ensure that the members are able to take full advantage of any savings they may have interest in. We routinely provide promotion fliers to you as they are a great way to generate interest in our service.
- Get to know the Designer(s) that service your warehouse(s). They will
help you to become more knowledgeable about our products and service which in turn, allows you to talk more confidently about our program and with a more personal note about the Designer. Ask the designer about their experience and other key selling points that you can incorporate into your conversation.

- Remind members that the information we gather is confidential and does NOT place them on a list that is sold or distributed to telemarketers or other Costco vendors. Member’s name, phone and address are safe with us and with Costco.
- Remember, you are allowed to bring a cushioned mat to stand on as you may not be used to hard warehouse floors, but chairs and stools are not allowed.
- Do not leave program information or forms unattended. All materials are confidential CDI documents.

Follow-up Issues

You will, from time to time, run into members who are having problems with our service. Please be as helpful as possible in trying to help them rectify their situation. Here are the more common problems that occur and what to do about them.

<table>
<thead>
<tr>
<th>Member Issue</th>
<th>Resolution</th>
</tr>
</thead>
<tbody>
<tr>
<td>Member has called the toll-free number on their own and hasn’t heard back to schedule an appointment.</td>
<td>Write up a DAR and note whatever history they relate to you (dates are especially important). Note in bold letters on the DAR that this is a “2nd Request”.</td>
</tr>
<tr>
<td>You filled out a DAR for a member who tells you it’s been two weeks and hasn’t heard from anybody, or has heard from the Appointment Coordinator but not the Designer.</td>
<td>Apologize for the delay and get the details on when the DAR was filled out and when the Appointment Coordinator contacted them. Fax in the “ALERT!” form; if immediate attention is called for, give your Manager a call after you complete your Demonstration.</td>
</tr>
<tr>
<td>Member expresses concerns or issues with the Designer, installer or timeline of the order being completed.</td>
<td>Suggest they call Customer Service and provide them with the phone number. Or, if more appropriate to the level of concern (i.e., elevated), take down all pertinent information (including member’s name and phone number) on the “ALERT!” form and fax/call your Regional Manager as soon as you can to report the problem.</td>
</tr>
<tr>
<td>Member has complaints about an installation already completed.</td>
<td>Refer them to Customer Service.</td>
</tr>
</tbody>
</table>

NOTES:

__________________________
__________________________
__________________________
__________________________
__________________________
__________________________
__________________________
__________________________
__________________________
__________________________
__________________________