

★ FREE SAMPLE CHAPTER

FROM THE BOOK

# MASTER THE FLOOR

*The Ordinary Worker's Path  
from \$15/Hour to \$15K a Month*

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CHAPTER EIGHT

## *The Good, Better, and Best Interaction*

Three versions of "Paul."

Same store. Same products.

Three completely different outcomes.





## ABOUT THE AUTHOR

**David Stone**

David Stone spent decades mastering the art of retail commission sales and turning a floor job into a six-figure income. After watching too many talented salespeople leave money on the table simply because no one had taught them the system, he wrote *Master The Floor* — a no-fluff, step-by-step guide to running your commission sales position as the real business it is.

**A NOTE ON THIS SAMPLE**

*What you're holding is Chapter 8 of Master The Floor — the one most readers tell David changed everything for them. It's the chapter where you stop reading and start seeing yourself on the floor. The three scenarios ahead happen every single day in furniture stores across the country. The question is: which version of Paul are you?*

The full book walks you through the complete system — how to choose the right store, how to carry yourself from Day One, how to turn a shopper into a lifetime client, and how to track the numbers that predict your income before the month even starts. But this chapter alone might be enough to change how you walk in tomorrow morning.

Read it slowly. The stories in it are fiction. The mistakes — and the breakthroughs — are absolutely real.

## CHAPTER EIGHT

## 8

*The Good, Better, and Best Interaction*

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**L**et me paint three pictures for you. Each of these scenarios plays out daily in furniture stores across the country. As you read them, pay attention to the final example — but don't overlook the first two. They may seem OK, but they're not.

Paul #1 is pretty much the standard out there in stores. You need to see this spelled out so you know what not to do — not just for your own income, but for your own self-worth and reputation. There's a massive difference between making a sale and creating a customer, and these examples illustrate that difference better than any lecture I could give.

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*"There's a massive difference between making a sale and creating a customer."*

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Never settle for good enough.



*In the pages that follow, you'll walk into the same store three times — and walk out with three completely different experiences. Pay close attention to what changes, and what stays exactly the same.*

PAUL #1 — "THE GOOD"

## The Transaction Trap

*2-Star Experience — A Missed Commission and a Lost Client*

I was in the market for a new sofa and drove by a store that I recognized from a TV commercial. I decided to stop in to check it out. As I entered the store, a salesperson was sitting on the sofa right by the door. He glanced up from his cell phone to look at me and labored to his feet. He thanked me for coming in, said his name was Paul, and asked me if I was looking for anything special. I learned that Paul had worked in the furniture business for twenty-five years and had "seen it all."

I told Paul I was just looking, and he told me to take my time as he swooped his arm to the side and allowed me to pass him into the building. I got about twenty-five steps in and stopped at a leather sectional. Paul almost walked into my back, he was following so close. He told me that it was all leather, that it was gorgeous, the customers love it, it was in stock and came in three other colors of leather and six in fabric. The price was \$4,999 plus tax and delivery if I wanted it.

He ordered me to come with him when I told him it was too much money. We passed a bunch of other products and a counter where a lady was working until we got to the back wall of the store near a door to the stockroom. He said this was the same thing as the sofa in the front of the store but it was \$1,399. When I asked what the difference was, he said it was nothing I would notice and that we could deliver that one the following day too.

I told Paul I wanted to look around for a bit and he told me he'd be around if I had any questions. As I wandered, I noticed Paul from the corner of my eye. We made eye contact and he said he just wanted to be available if I had a question. I thought the furniture was well priced and I liked the style, but **the vibe was all wrong** — so when I made my way back to the door, I waved at Paul, thanked him for his time, and got out of there.

## THE BREAKDOWN — WHAT WENT WRONG WITH PAUL #1

**1 First Impression Disaster**

He was sitting on a sofa looking at his phone when I walked in. He created zero credibility before speaking a word. Appearing busy and engaged is non-negotiable — it signals you're someone worth talking to.

**2 The Stalking Syndrome**

He followed so closely the customer nearly backed into him. "If you ain't talkin', then you're walkin', and there ain't no stalkin'." Paul was the creepy shadow figure that makes customers uncomfortable — the exact opposite of who we're building.

**3 Feature Dumping**

He vomited product features without connecting them to a single benefit. "It's gorgeous; customers love it" is meaningless fluff. There shall be no feature mentioned unless you can tie in a benefit. What does it do for this specific person?

**4 The Command-and-Control Approach**

He "ordered" the customer to follow him. We're not drill sergeants — we're professionals creating clients. The customer should always feel like they're in control, even when you're subtly guiding the experience.

**5 Devalued His Own Product**

By immediately moving to a cheaper option without exploring the customer's needs, he basically said, "Yeah, that expensive sofa isn't worth it anyway." This demolishes trust in everything else he might recommend.

**6 The Desperate Hovering**

Even after being dismissed, he continued to orbit the customer — the stench of desperation wafting through the store. No customer wants to feel hunted. Urgency is good. Hovering is a red flag.

**THE VERDICT**

Paul #1 treated the customer as a transaction, not as a person. The customer *liked the product and liked the price* — and walked out anyway. That's what bad energy costs you every single day on the floor. He was working from a 1980s sales playbook that belongs in the receptacle of retail history.

PAUL #2 — "THE BETTER"

## The Resigned Sale



*3-Star Experience — A Business Card Left Behind, Not a Client Created*

I was in the market for a new sofa, so when I was driving by a store I'd seen a commercial for, I decided to stop in. I walked into the store and there was a man at a desk by the front door. He noticed I was there, said hello, and asked if I was enjoying the chill in the air. I replied that I hadn't noticed, and he introduced himself as Paul. He wore black pants and a white button-down shirt that was noticeably not freshly ironed.

"So what brings you in today?" he asked pleasantly enough. I told Paul that I was in the mood for a new living room set — my old one had worn out its welcome and I was looking for an upgrade. He must have smelled blood as he popped up from his perch and asked me to walk with him. He delivered me to the living room section and asked what I was hoping to find. Leather or fabric? Sectional or sofa and loveseat? Reclining or stationary?

I told him I wanted something cool-looking and on-trend. I would know it when I saw it. Wandering around the area, I sat down on a leather set and Paul complimented my taste. He said that set was popular and that I would love it. I noticed the price tag and he could see the look on my face. "I know it ain't cheap, but with furniture, you get what you pay for."

I asked him who the manufacturer was and he said he wasn't sure. After a few minutes of back-and-forth, I realized we weren't getting anywhere on price. He then showed me a sectional toward the back that he said might be more in my price point. It **made me sad**, but it was in range. Paul said this was the last one and if I wanted it, we should jump on it immediately. I didn't feel like shopping anymore, so I asked for his card and told him I'd be back.

## THE BREAKDOWN — WHAT HE IMPROVED AND WHAT HE MISSED

**1 The Small Talk Attempt**

At least this Paul tried pleasantries. He was trying to establish rapport — but it was obligatory and landed flat. To be interesting, you need to be genuinely interested. Canned small talk signals you're running a script.

**2 The Appearance Factor**

The "noticeably not freshly ironed" shirt told the customer everything before Paul said a word. Would a surgeon walk into an operating room in wrinkled scrubs? Paul communicated "I don't care" before the conversation started.

**3 The Blood-in-the-Water Syndrome**

He "smelled blood" — and the customer could feel it. He stopped thinking about helping and started thinking about making a sale. Customers are wired to detect this predatory energy the moment it kicks in.

**4 The Checkbox Questions**

His leather/fabric, sectional/sofa questions were mechanical and programmed. Questions are good — but not when they're purely about product specs. He never dug into the customer's life, their room, their vision. He was filling out a form, not building a relationship.

**5 The Knowledge Gap**

When asked about the manufacturer, he admitted ignorance and didn't even try to find the answer. How can you be a trusted advisor when you don't know your own inventory? Knowledge is your currency on the floor.

**6 The Price Justification Failure**

"You get what you pay for" is a cliché that adds zero value by itself. He failed to build equity in the higher-priced option by explaining the specific benefits that justify the cost. He just lobbed a saying and hoped it landed.

**7 The Compromise Close**

The customer ended up being shown a sofa that "made them sad." Pressure tactics ("this is the last one") force a transaction — they do not create enthusiasm. A customer who feels resigned leaves a negative review and never comes back.

**THE VERDICT**

Paul #2 didn't make a sale either, nor did he create a client. The most telling phrase: *"made me sad."* He improved on Paul #1 — and still missed entirely. He used pressure where he should have used curiosity. He left the customer with a business card they'll never use.

PAUL #3 — "THE BEST"

## The Relationship Sale

*4.5-Star Experience — A Client Created for Life*

I was in the market for a new sofa, so when I was driving by a store I saw a commercial for, I decided to stop in. Confused and unsure of what I wanted, I entered the building and walked around. After several minutes, I saw a sofa that could look great in my home and stopped to sit on it and look for a price tag. That's when Paul showed up.

Paul was dressed smartly in khaki pants and a golf shirt with the store's name embroidered on the chest. His shoes were shined and his appearance was neat and clean. He introduced himself, informed me that his eleven o'clock appointment was running a bit behind, and asked if he could hang out with me while he waited. He commented that the sofa set we were at was from a new vendor and so far it had attracted a lot of looks. "Are you looking for just the sofa or redoing the entire room?"

I explained that I just wanted the sofa and that this one was the right color leather and style — so we could wrap it up if the price was right. The tag said \$4,999. "Wow. Out of my budget."

Paul got up and asked if I had a second to look at something closer to the back. We walked together. He glanced at the door. We passed the rug rack, a bank of floor and table lamps, and the counter where I was introduced to Tammy, the admin manager who would ensure everything I picked out was ordered correctly and delivered on time. We walked past Dave, whom Paul introduced as the manager. Dave thanked me for coming in, told me I was in great hands with Paul, offered me his card, and told me to let him know if there was anything he could do.

## PAUL #3 — THE RELATIONSHIP SALE — STORY CONTINUED

Paul stopped and pointed to what was essentially the same sofa we had been looking at — with a much different price. "Have a seat. This one is pretty much like the sofa up front, but the foam is a little different and it's leather where you sit and vinyl around the outside — but you can't tell by looking at it. If you're cool with that, it's only \$1,399."

I was cool with that, so I asked about the warranty. He asked about my home situation — kids, animals, poorly behaved friends or family members? "All of the above," I said. He walked me through the standard warranty and mentioned an optional coverage for punctures, stains, spills, burns, and cuts for five extra years. That sounded smart.

It was then that Dave the manager appeared. He excused the interruption, let Paul know his appointment was on the phone, and offered to help me the rest of the way. Paul extended his hand, told me Dave was pretty good at this stuff too, and excused himself gracefully. Dave asked about a cocktail table, what kind of floor I had, whether I'd need a rug — things I'd never considered. He had all sorts of recommendations and put together a few suggestions. I went with most of them.

Ten minutes later, Dave had me at the counter with Tammy going over my order, and **I walked out smiling, thinking I made a pretty good decision** — and was looking forward to my new sofa delivery next month.

## THE BREAKDOWN — THE MASTERFUL CREATION OF A CLIENT

- 1 The Patient Approach**

Paul waited until the customer stopped and showed genuine interest before approaching. He respected their space and let them decompress. This creates immediate goodwill — the customer feels seen, not targeted.
- 2 The Professional Appearance**

Neat, clean, logo on the chest, shoes shined. Paul communicated credibility before speaking a single word. He was playing his role convincingly — and the customer responded accordingly.
- 3 The Appointment — The Masterstroke**

Whether real or manufactured, mentioning the eleven o'clock appointment established Paul as in demand. People want what others want. By positioning himself as someone who works by appointment, he immediately elevated his value.
- 4 The Permission Seek**

Asking if he could "hang out" shifted the power subtly to the customer — making them feel in control while creating a collaborative atmosphere. Nonthreatening. Likable. The customer invited him in rather than tolerating him.
- 5 The Social Proof**

His comment that the sofa "had attracted a lot of looks" validated the customer's taste before they even decided to like it. People want to make choices that others approve of. This is the transfer of enthusiasm in action.
- 6 The Network Introduction**

Introducing Tammy and Dave turned a one-person transaction into a team experience. The customer wasn't just buying from Paul — they were buying from a crew of professionals committed to their satisfaction.
- 7 The Honest Value Proposition**

When showing the less expensive option, Paul was transparent about the differences while emphasizing the visual similarity. He didn't devalue either product — he simply presented options honestly. Honesty builds the kind of trust that brings people back.
- 8 The Lifestyle Questions**

Asking about kids, pets, and "poorly behaved friends" showed genuine concern for the customer's real life. He wasn't just selling a sofa — he was solving a specific problem for a specific person in a specific home.
- 9 The Seamless Handoff**

When Paul had to leave, the transition to Dave was smooth and warm. The customer didn't feel abandoned — they remained in expert hands. This is the floor partnership in action: everyone benefits when the team works together.

**THE VERDICT**

Paul #3 didn't just make a sale — he created a client. This customer will be back. They'll tell friends. They'll ask for Paul by name. The most telling line: *"I walked out smiling, thinking I made a pretty good decision."* That is the gold standard we are building toward every single day.

## THE POINT OF IT ALL

# The Choice Is Yours

These three scenarios played out with the same products in the same store. The difference wasn't the inventory, the prices, or even the customer's needs. The difference was entirely in how Paul approached his role.

**Paul #1**

*Saw himself as someone who processes transactions.*

**Paul #2**

*Saw himself as someone who makes sales.*

**Paul #3**

*Saw himself as a business owner creating clients.*

Which Paul do you want to be? Which Paul would you rather buy from?

*"The beautiful thing about this business is that you can decide what experience you create — and that decision determines not just your income, but your fulfillment."*

The choice is entirely yours. Every customer who walks through that door is another vote on who you are on that floor. The question isn't whether you *can* be Paul #3. You can. The question is whether you're willing to do the work — dress the part, learn the product, create the appointment, introduce the team, ask the right questions, and let customers walk away smiling.

## WHAT'S IN THE FULL BOOK

- ✓ How to choose the right store from Day One
- ✓ The "Road to Stardom" — how to dominate your floor
- ✓ Building your Sales Brigade from day one
- ✓ The exact steps to turn any shopper into a client
- ✓ Your Business Dashboard — the KPIs that predict income
- ✓ The Head Game — the mindset that top earners run on

YOU'VE SEEN THE CHAPTER. NOW GET THE WHOLE SYSTEM.

# Get the Complete *Master The Floor*

*Everything from choosing the right store to building your client list to tracking the numbers that predict your income — start to finish, no fluff.*

- ✓ How to pick the right store and set yourself up from Day One
- ✓ The step-by-step process to turn any shopper into a long-term client
- ✓ The "Road to Stardom" — how to become the go-to person on your floor
- ✓ Your Business Dashboard — the exact KPIs that predict your income before the month starts
- ✓ The Head Game — the mindset shift that separates the \$30K earners from the \$300K earners



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