

# How to Sell Furniture

## Reasons Why People Buy Furniture

People have many different reasons why they buy products. It's your job to figure out what reason(s) will persuade them to buy. The reasons are usually based on emotions they want to experience rather than logical reasons.

Here are some reasons to get you started:

They want it to decorate a certain room theme.

They want it to be comfortable to sit or lay on.

They want to be able to store stuff in or away from sight.

They want to save space or fill in space.

They want it to organize their personal items.

## Types Of Furniture To Sell

There are many types of products you can sell. You just need to determine who your target market is and what specific item they want. Or you could sell a couple different ones in a package deal.

Here is a good list:

|            |          |                |                    |                   |
|------------|----------|----------------|--------------------|-------------------|
| Couches    | Desks    | Kitchen Tables | Bean Bag Chairs    | Exterior Closets  |
| Chairs     | Shelves  | TV Stands      | Bar Stools         | Exterior Cupboard |
| Love Seats | Dressers | Beds           | Grandfather Clocks | China Cabinets    |
| Recliners  | Bufassa  | Night Stands   | Chests             | Coffee Table      |

## Words Or Phrases That Sell Furniture

Just one simple word or phrase in your ad copy can be the difference whether a person buys or not. You need to use ones that will persuasively describe your product. You can use

them for headlines, benefits, features, p's; etc.

Here are some targeted words and phrases:

comfortable      variety of colors      goes with anything      adjustable height/width

decorative      soft      saves space      dent/scratch proof

durable      firm      pick your covering      relaxing

rare      hardwood      simple to clean      come with locks

stained      stylish      easy to put together      reclines

cup holders      fold out bed      hide away storage      spinning seats

### **Graphics Or Images That Sell Furniture**

As you may know, pictures can sometimes sell better than words alone. People will project themselves in the pictures and persuade themselves to buy the product. Even the colors of your web site and graphics can trigger people to buy.

Here are some imagery ideas:

A person seating comfortably in a chair or couch.

A picture of a great looking, decorated room.

A person sleeping soundly on a bed.

An open cabinet/closet/shelves/dresser etc with all their stuff organized.

A room full of people enjoying/using the furniture at a party.

### **Stories That Sell Furniture**

In most sales letters, audio ads or video ads there is usually a mini story that advertisers use to attract you to the product. Some people even imagine themselves in the story as they hear it.

Here are some good story lines:

How a person bought a new bed they can get a good nights sleep on.

A story about guests complimenting a person's furniture.

How a person saved money buying the furniture.

A story about how the furniture has held up with rough kids and pets.

### **Backend Products To Sell With Furniture**

Once a person decides to buy or becomes a customer it is a good idea to offer them another product soon after because they are already in a buying mood. It's usually easier to sell to an existing customer than a brand new prospect.

Here are some add on product ideas:

Furniture Cleaner

Protective Covers

Room Decorations (paintings, glassware, etc)

Longer Warranties

Old Furniture Takeaways

### **Bonus Or Content Ideas That Sell Furniture**

Mainly businesses or affiliates will give people information product bonuses or use content on their web site to persuade them to buy. They also use them as incentives to get people to subscribe to their opt-in list.

Here are some bonus or content suggestions:

How to get pet hair off of couches, chairs and beds.

How to restore your old furniture by yourself.

How to create and build your own furniture.

How to decorate a room or whole house.

How to buy used furniture for cheap and fix it up, then sell it.

### **Keywords And Phrases That Sell Furniture**

Tons of people like to promote their products in the search engines or with pay per click ads because they are a good, high traffic resources. The main objective is to use or pick the right keywords and phrases that will increase your web site ranking or sell the best.

Here are some keywords and phrases to get you started:

|                       |                        |                       |
|-----------------------|------------------------|-----------------------|
| furniture             | contemporary furniture | home furniture        |
| (type of furniture)   | furniture store        | bed furniture         |
| (brand of furniture)  | oak furniture          | antique furniture     |
| bedroom furniture     | wood furniture         | cherry furniture      |
| living room furniture | dining room furniture  | wicker furniture      |
| modern furniture      | outdoor furniture      | leather furniture     |
| wholesale furniture   | kitchen furniture      | modern furniture      |
| discount furniture    | children's furniture   | furniture sofas       |
| office furniture      | garden furniture       | buy furniture         |
| furniture sets        | kids furniture         | furniture chair       |
| used furniture        | furniture sale         | home furnishings      |
| furnishings           | new furniture          | furniture collections |

### **Special Offers That Sell Furniture**

A lot of people decide to buy products because of a special offer or deal. People are always looking of a good bargain or a extra incentive. People use logical reasons to buy to backup their emotional wants and needs.

Here are some special offers examples:

Free pillows, blankets or comforters with a bed.

Free delivery and old furniture takeaways.

Old furniture trade ins for a discount.

No cost, on site furniture repair service.

No interest or payments for a period of time.