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The Experience.

The psychology behind selling iPhones.



Apple, the Experience.

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In every minute that passes, approximately **590** Apple iPhones are sold worldwide. To put this into perspective, in the time it takes you to read this article another **2,360** will be purchased and in the next hour a bit over **35,000**.

Apple's sales of the iPhone produce incredible statistics and rival companies attempts to come near often fall short of the given mark Apple sets. But why is this? Both phones offer many of the same technologies. Apple and Android phones all feature one-touch control, high-quality retina displays and use of face ID but the thing that sets Apple apart from its competition is the personalized approach they adopt when selling. Because *selling, to Apple, is more than just an exchange of money.*

For Apple, selling is all about the experience. It is about building an environment in order to create a long lasting relationship with their customers. From the minute a shopper walks into a store employers are taught to immediately engage with a simple greeting of hello. This

is first step in Apples unique sales pitch process. All retail stores personnel carrying Apple merchandise are subjected to the same training process guideline nicknamed **A.P.P.L.E.**

As has been established, the first step in selling is the **Approach** (the A in **A.P.P.L.E.**). Customers must be greeted with a warm personalized welcome if they are within 3m of said employee and within the first 10 to 30 seconds when first entering. This immediate engagement allows customers to feel welcome, eliminating delay frustrations and resulting ultimately in higher sale percentages. What follows next is **Probing**, employees are taught to ask open ended questions to find out additional information about what the customer is looking for. Most customers already have their mindset on a particular item when entering a store, so it is integral to probe based on what they have in mind. Questions such as;

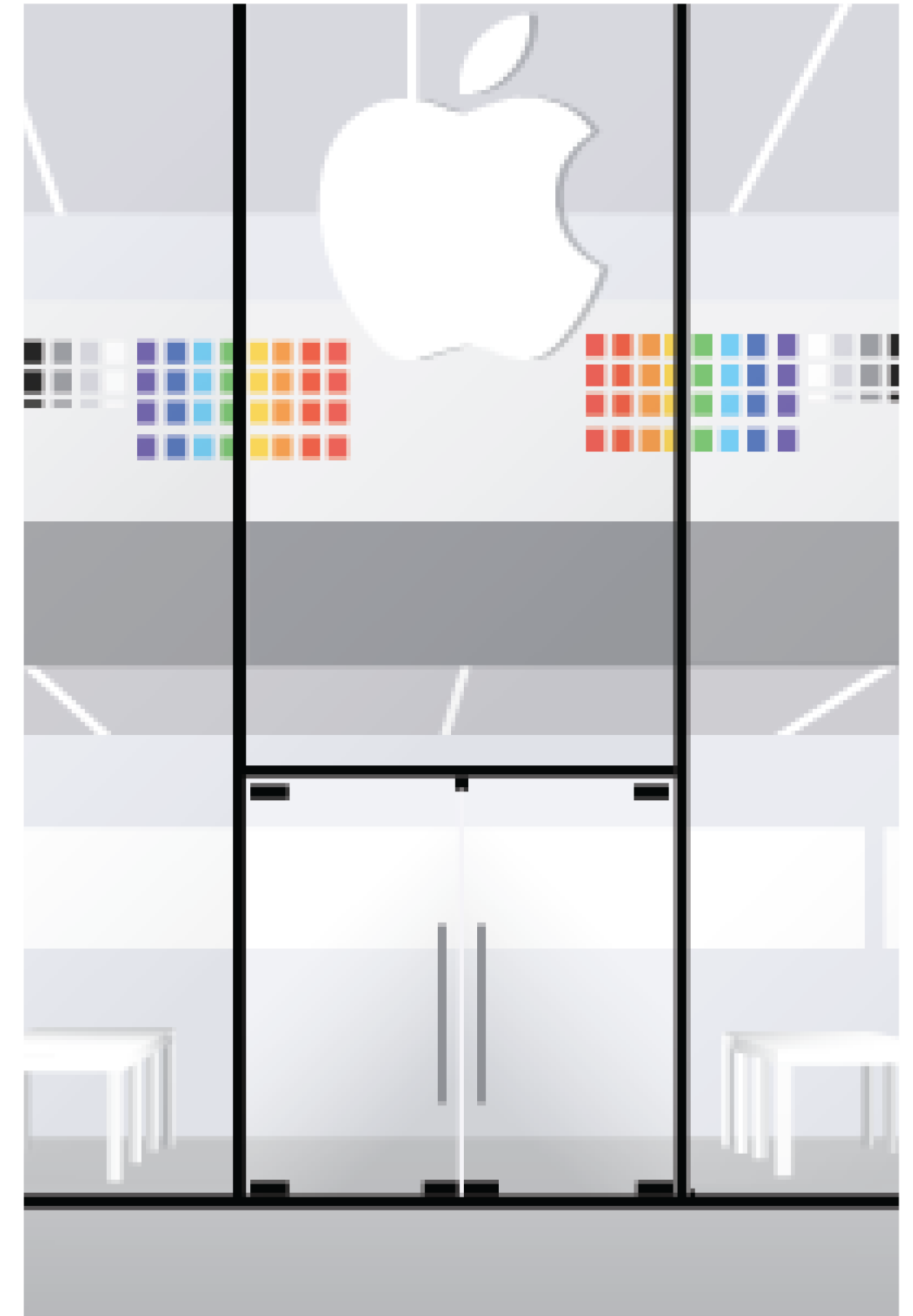
"What do you use your existing phone for?" and "What does a typical day for you look like?"

Based on the answers provided employees are then taught to tailor the sale in order to highlight ways an iPhone can be personalized for that customer. Those, for example, who are into photography are given accessories suggestions, such as detachable lenses and phone tripods, offered to add to the experience that is Apple. This is also called, **P**resenting a solution. Solutions are followed by answering any concerns the customer has; this puts the **L** for listen in A.P.P.L.E. Lastly, but most importantly comes the **E**nding. It is the combination of a personalized sendoff with an invitation of return. This farewell is what makes customers return and is the final piece to the Apple experience.

Emotive language is shown to have an immediate positive effect in the retail industry. Apple, utilizing the domino effect of a warm greeting to finalize sales pitches, has achieved sales numbers beyond people's imaginations. Because approximately 2,360 iPhones have been

sold in the minutes it has taken you to read this all due the power of feelings.

Because *feelings are the key to selling products* such as the iPhone.



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How many iPhones are sold in a day?



THE KEY TO SELLING.

