



BRIGHT IDEAS

To KEEP YOUR CUSTOMERS
HAPPY... FROM

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Sales and Marketing

P.E.A.R.C.E.S. Benefit Formula

Hello. This is your customer speaking...

I'm here to buy a thingumabob. Don't tell me all about your thingumabob. Don't tell me how many hemi uniball spherical rod ends it's got. Don't tell me what a great price it is. Don't tell me what colour it comes in. Don't tell me how it's made. Don't tell me who designed it. Don't tell me it's advertised on TV. Don't tell me you've got one yourself. Don't tell me how heavy it is, or how thick, or how high, or how thin, or how long the guarantee will last, or whether you have passed the government's standards test.

I DON'T CARE

Just tell me what it will do for me!

I'm only interested in me, my wife, my kids, my business, my future, my security, what my in-laws think of me and whether my dog still loves me. I don't want what your thingumabob does. I WANT WHAT IT WILL DO FOR ME.

FOR ME!

Are you getting this? I don't care about you and your company. I don't care about your income. I don't care about anything but the things that make ME look and feel good.

Human existence is nothing but a primal scream from the cradle to the grave in search of recognition. Notice me.

This is the hideous truth.

I'm often asked to assess company's sales programmes. Time and again, their advertising is product centred, their brochures are product centred, their sales presentations are (if they are planned at all) product centred, their follow up is product centred, and their corporate newsletters are all about them and how wonderful they felt when the Duke of Edinburgh visited.

That's why we need P.E.A.R.C.E.S. Benefit Formula.

Over the next few months I'll be writing about your customers and the benefits they want to get from doing business with you.

We'll be explaining how the formula should be kept top of mind, to make us focus on the customer's needs and wants, not our own.

Here's how the formula works: When you are selling to anyone, keep these benefits up front:

PERFORMANCE-ECONOMY-APPEARANCE
RELIABILITY-COMFORT-EGO-SAFETY

In other words, answer these questions:

- ⇒ How will my service perform for the customer?
- ⇒ How will it be economical for the customer to use my product?
- ⇒ How will my customer appear to her employers, employees, family, or friends when she owns my product?
- ⇒ Will my customer get trouble-free use from my product?
- ⇒ How comfortable will my product make my customer?
- ⇒ Will my product boost my customer's ego?

⇒ Will my customer, his family, his employees be safe when they use my product?

If you can conclude a sales interview with these questions answered, you will have very likely made the sale and won a very satisfied customer.

It makes me spit teeth grindings when I hear dumb sales people and even dumber business owners saying they are losing sales because of price, "because our customers only buy on price."

It might be true that customers take price into consideration - and strong consideration at that - but just once, try selling cheap tyres with irregular treads; try selling cheap cars with no warranties, try selling cheap undies with no elastic, cheap shirts with no button holes, cheap computer keyboards with no delete key, cheap beds with no springs, cheap designer Tee shirts with no designer label, or plastic toys with toxic dyes.

You'll be blown off the map by people telling you your cheap tyres didn't perform, your cheap cars cost more in the long run, your undies and shirts embarrassed them, your cheap computer keyboards were nothing but trouble, your cheap beds were uncomfortable, your cheap designer Tee shirts were a joke, and your cheap toys poisoned their children.



Bright Idea:

Don't assume that customers are only motivated by price. Spend 20 minutes working out the benefits of owning your product and then bombard your customers with them.

For our most asked after package, the complete 8 page report on Add-on-Selling or the 60 minute audio cassette, send \$11 for the report and \$29 for the cassette. Order both for \$35. P. and H. included.

Next month:

Talk about the P: Performance benefits.

Managers who are clerks with a manager badge on, manage in one of two ways.

They either act the tyrant, become territorial, stifle discussion, stamp out dissent, make huge demands, command obedience, and give out ulcers. They are called Win: Lose managers.

Win: Lose managers are the apparent winners all the time, but they lose in the long run. No-one likes them. No-one co-operates with them. They cause more trouble than they are worth. People prefer to bungle along without them because the price of keeping them, or working for them, is too high. If they don't wake up, they are lonely and useless.

Their motto is that shamefully misquoted statement of Lombardi's: "Winning isn't everything: it is the only thing." Their song is, "I did it my way". Their disdain

for ordinary people is legendary. When they encounter opposition, they sack it or fight it. They have no skill in making the other person feel like a fellow knight, only like a brow-beaten serf.



Bright Idea:

If this is you. Snap out of it. Get help. Operate out of kindness and patience. If it is too hard to change, maybe you need to come to the realisation that you are a clerk with a manager badge on after all.

For the complete 12 page report '*How To Be The Professional Manager You really Want To Be —The 13 Characteristics of Leadership & Management*' send \$11. For the 3-video kit '*Management Skills for Supervisors*' (\$295) call 08 374 0711 to place your order now.

Telemarketing

Use "statement questions"

Your customers have to get involved in the call early. The first way to do this is by talking about them and piling benefit upon benefit so their mouths water at the prospect of owning your service. The other way is to get them to respond.

You have to ask questions that involve them in the conversation. This is the trickiest part of scripting telephone sales calls.

First, you have to ask questions that don't make you sound stupid when you ask, and don't make them feel stupid when they answer; and along with that, you have to predict their answers.

Most salespeople rave on and on hoping that by 'wording' their customer for long enough they will submit under the barrage. How idiotic! Get the person involved and see the difference.



Bright Idea:

Write your sales approach to include, early in the presentation, a question which involves the prospect, and continue that way asking a question after every statement. Can you see the sense in that?

For the two part video set *The Techniques of Telephone Selling* (with five workbooks and a leader's guide), send \$395. *The Techniques of Telephone Selling* an Australian production, presented by Colin, has been acclaimed by critics in the USA as the best production of its kind.

Incoming and Internal Phone Calls

Get and use names

When pith helmets were all the rage, the telephone was nowhere as sophisticated a tool as it is today. If you took a call that was really better handled by the credit manager, you had to ask the caller to call again, or walk down the corridor to get the credit manager to come to your office or write out a message and trot around trying to locate him. So you had your receptionist say, "What is it concerning?" so the receptionist could save your customer the hassle and work out for herself that the credit manager should take the call. (It certainly wouldn't have been to save you any hassle! No, you were as customer focused then as you are today.)

Today we don't need such archaic manners to go with our snazzy technology. You take all calls directed to you and say, "Thanks for calling. I'll transfer you to Norm who is the expert in that area. Can you hold a sec while I ring him? By the way if he can't help you after all, call me back. I'll make sure you find someone who can help."

Callers don't want to tell receptionists their business. They want to tell you! Treat your callers with dignity and they will treat you with their money.

Next month: How to find out what the call is about without really asking.



Bright Idea:

If you are "in", take all your own calls and get the person's name yourself and find out what they want yourself. Say, "This is Jill. What's your name please?...Hello Mrs Pearce, how can I help you?" If you haven't got time to take your calls, be "in" later and have your receptionist say, "Jill will be here later. I'll make a note of your number and ask her to call you."

For the double cassette pack (60 Minutes) *The Perfect Answer: How to use your telephone to make more profit and keep you customers happy*, send \$58. P&H included.