



BRIGHT IDEAS

To KEEP YOUR CUSTOMERS
HAPPY... FROM

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Sales and Marketing

COMPLIMENTARY ISSUE

Talk about the benefits

999 salespeople out of 1000 don't use benefit-rich language. They think they do but they are bit like the chap who thought he had a motor car who had only found the horn. He was noisy but he didn't get anywhere. Salespeople don't use benefit-rich language when they talk (or write) to customers because they think it's wet or they don't give two hoots about their customers.

Is it wet?

If someone says it sounds wet to ram home the benefits then it's clear they haven't put in the hard slog of researching the benefits and they haven't practised saying them in plain talk. They tried benefit language one day but they hadn't rehearsed their lines and it fell flat, so they gave up and blamed it on the sales trainer. "I don't go in for all that hype" they say.



Bright Idea

Get out your diary now and lock away 45 minutes to study how you can fill your spoken and written dialogue with benefit-rich language.

Do you care about your customers?

If you do give more than two hoots about your customers then make it obvious to them by learning to speak P.E.A.R.C.E.S. BENEFENGLISH!

P.E.A.R.C.E.S. stands for

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

Squeeze these benefits into each sales presentation and you'll make more sales and earn more profit. Remember, that's the purpose of business: To serve your customers so well that they'll enjoy helping you to make a profit.

P. PERFORMANCE

Most products and services actually do achieve something for the buyer, but the poor suckers usually have to work it out for themselves.

Drop into any lawn mower store and eavesdrop on the salespeople. You'll hear them rabbiting on like this:

We sell a lot of these

This is the latest in the range

It's got the latest in computer electronic componentry

Call into the nearest electrical goods shop and you'll hear,

This is the biggest one we sell

The #II Model's got the bigger turntable with the motor drive.

**Every product
or service has to
do something
for the buyer
or it is a con.**

The real estate person says, *We are the market leader so we must be doing something right.* (Who knows what?)

Don't tell me what it does. Tell me what it does for **ME**, the nicest guy in the world, the centre of the universe, the only person I think about from dawn till dark.

You might have heard me tell the story of the little girl who watched an artist painting a country landscape. Over a few days as the painting took shape they struck up a friendship. Each day the little girl would ask when the painting would be finished and the artist assured her that he would not leave without showing her the finished painting.

As the artist unveiled the painting, his little admirer burst into a flood of broken hearted tears. She sobbed, "You...didn't put...me in the picture." He thought she was admiring his skill with the brush. All she was waiting for was a glimpse of herself.

Well you may smile at the naivety of the child, but the artist is you and the little girl is your customer. You impress with your product knowledge and your verbiage but all your customers are waiting for is a glimpse of themselves.

Try this...

- You won't ever get frustrated with this mower, because by winding this hand piece, you can start it every time, regardless of the weather, or how roughly you treat the mower, or how long since you used it last. Does that sound good?

- This model has a bigger turn-table so you can cook even more each time, and feed more people at once, say at a dinner party or when your kids want to feed the neighbourhood. Do you want to cook your family meals in the microwave too?

- You need to sell your house quickly and get the most for it, don't you? You can rely on us to sell your house for you because in the last three years we've sold more houses than anyone else; on average, quicker than anyone else; and over-all we've got our vendors the prices they wanted. Shall I take you through the steps?



Bright Idea:

Answer these questions with your P-Performance BENEFENGLISH (TM). *What does my product or service accomplish for my customer? What will my customer achieve out of owning this item? How will my service help my customers fulfil their hopes?*

Leadership and Management

Lose:WinManagers

In contrast to Win:Lose managers, some clerks with manager badges become Lose:Win managers. Lose:Win managers withdraw, are frightened of making decisions, ask everyone's advice before moving, procrastinate over trifles, and get ulcers because they give in to more tyrannical staff.

It would be trite to explain in a few paragraphs how someone gets like this. The solution is not simple. I observed a manager in his first management role suffering from this. He was young, new and untrained. His team resented his appointment and dug their heels in. His boss kept telling him, "get in there and show them you're the boss". If he did, they resisted him: If he asked their co-operation they derided him for not making the decisions.

His boss - a managerial know nothing - thought he was "toughing him up". The young fellow quit and took

stress leave, and though he was inspiring, visionary and capable of sound leadership, he never sought a management role again.



Bright Idea:

Get better training. Ask your boss for real support: guidelines, deadlines, and regular counsel. Take courage and make a stand. Experience the thrill of getting something wrong if you have to, but if you can't, then decide that management is not for you. Step down and live longer. It is no shame.

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

Don't be discouraged

And on that farm he had some pigs... It's a reality. Some people you call might be real true genuine pork on the hoof. They grunt about invasion of privacy and rut around the bottom of their pen declaring their intention to call your boss and get you fired. They're crazy.

Basically they're never going to do business with you. Years ago I trained my little girl (now 18 and nowhere near as co-operative, I hasten to add) to phone my best clients and ask them to a product breakfast launch. It was a hot idea. They loved her. She was so good I enlarged the list to hot prospects. However one very pompous old boar took the trouble to call me and tell me he was offended to have a child "doing business" and if I had so little sense he would never do business with me.

That's life. We had the breakfast. We made new friends.

We bonded them to us. We made a tonne of sales. Porky was later replaced at his company and has not been heard of since. Ee-i-ee-i-oh!



Bright Idea:

Don't give up just because you run into Mrs Bacon or Mr Hamonnabone. There are tonnes of people who do need your service. Persevere.

For the two part video set *The Techniques of Telephone Selling* (with five workbooks and a leader's guide), send \$495. *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

Don't you hate it when you ring someone and they've told their receptionist or secretary to screen their calls?

Who's calling?

What's it concerning?

Why would a person do that? They say it's because they don't want to take calls that should be handled by someone else. Pompous twits!

In reality they do it because they have a high opinion of themselves and their position, a low 'business IQ' and an even lower estimation of their staff.

We all need to take our own calls. If we are too busy (and that is genuine from time to time) we need our support staff to say:

Colin will be here around 4:00. Meanwhile, to save your time, I manage his schedule and work closely with him, so is there a question I could try to answer for you?

If that works, the caller will tell the secretary the story and it can be dealt with on the spot or the secretary can say, *Betty Knowsbetter could help you with that straight away. Shall I call her for you?*



Bright Idea:

Value ALL your callers. You never know what they will buy next.

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.