



BRIGHT IDEAS

TO KEEP YOUR CUSTOMERS
HAPPY... FROM

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Sales and Marketing

How do your products perform?

P Performance is the first key in P.E.A.R.C.E.S. **BENEFENGLISH.** Tell your customers how your product performs in terms of what it will do for them.

The best way to do that is to prove its performance for yourself.

- Use it yourself
- 'Shop' yourself
- Get testimonials from happy customers

Use it yourself

David Pollard is National Operations Manager for Hertz Campervans. His wife Julie works for Flagg Inns. Guess what they do when they take a holiday or a business trip? You got it. They stay in a Flagg Inn or take a trip in a Hertz vehicle.

Recently they spent the weekend on the banks of the Murray in one of Hertz vehicles and had a great time. David had an even greater time the next day when one of his customers called and asked how to connect a recharged gas bottle. David said, "As a matter of fact I just fitted one in that very same type of van yesterday." Then he talked the customer through the process.

Imagine if you had been the customer. Would you have been a happy camper. Yes indeedy!

I think No 1 son (Manager of *The Athlete's Foot*, Colonnades) has made it his ambition to own more sports shoes than any one else in the country. I went downstairs to pinch one of his shirts the other day and when I opened his wardrobe door I was crushed under a booby trap avalanche of Nikes, Reeboks, Sauconies and Asixes.

He says, "It's pretty bad if a customer asks me how these shoes go for running, netball or basketball and I have no first hand experience." *The Athlete's Foot* wisely makes it easy for the managers to know how shoes perform by offering generous staff discounts.

Besides that, he tells me, it's company policy that they have to try on every new model to examine how it measures up on width, cushioning, anti pronation and supination. "When customers come in the store I need to be the best advocate for our product by wearing sharp-looking good-fitting sports footwear. And besides that, my shirts look better on someone slim, young and handsome so keep out of my wardrobe."

They use the word 'famil' in the travel, tourism and hospitality industries. Sales people are regularly sent on weekends and trips to become familiar with the holiday and convention destinations they will be selling their customers. Smart people in the industry know there's nothing more reassuring than getting the inside story from someone who has 'been there' and loved it.

If you are an employee, do everything you can to urge the boss to let you try out the products and services and if all else fails, become a customer by paying full

price for something and experience the service first hand. Then give feedback as constructively as you can.

The key to all of this is the resultant speech in front of the customer. We don't want to hear,

I've got one and I love it.

My mum stayed there and had a great time.

Prove your product's performance for yourself.

Rather we want to hear

It starts first time, every time - even after four years - and the load carrying is terrific. You say you like to get to far away places? You can tow a five ton van up hills in top gear. Does that sound like we've found the push bike for you?

Big Bright Idea:



If you own the business, arrange for your staff to stay in your hotel, eat in your restaurant, drive in your cars, buy your software cheaply, fly first class, have a free facial, get their tyres and wheels at a discount, or have their lawns, windows and ironing done by a fellow franchisee.

If the service doesn't perform for them, ask why and fix it so everyone can be proud of your performance.

For our most popular package "**Bright Ideas to Help You Make More Money On Every Sale**" (with free bonus tape "**Selling Isn't Telling**"), send \$29. For the 8 page report send \$11. Order both for \$38.

NEXT MONTH: The proof of the pudding is in how someone else feels when they eat it.

Leadership and Management

Lose:Lose Management

Lose:Lose managers are the dopest sods you'll find under a management hat.

They act destructively and take the wrong path just to prove they are still the manager. In fact they'll be wrong just to prove they are right.

And you might even know someone in your organisation who follows the model: Stubborn, arrogant, propped up by themselves, seemingly intelligent to the mugs who follow them, right in their own eyes, but following a path which leads to destruction. It's the stuff that inspires wars and makes nations wipe each other out.

Included in this hall of fame are gits like Nero, Attila the Hun, Adolf Hitler, Emperor Hirohito, and Idi Amin, not to mention the bosses of the Hutus and Tutsis, the warlords in Somalia, and Boris Yeltsin and the bloke that runs the remains of Chechnya.

They say, "I'm the senior person and what I say goes." It works for a while and then history pays them a visit.



Bright Idea:

Psych. test anyone who is about to take up a management role to make sure you don't get one of these psychos on your management team.

For the cassette "*Bright Ideas to Help You Lead & Manage Without Losing Sleep*" (with free bonus tape "*Off the Wardrobe*") send \$29. For the 12 page report send \$11. For both send \$38. For the 3-video kit '*Management Skills for Supervisors*' (\$295) call 08 374 0711 to place your order now.

Telemarketing

Use a statement/question style

Space doesn't permit me to outline all the reasons why salespeople find it so hard to ask a question after every statement.

If you listen you'll hear Yabba Yabba Yabba Yabba Yabba and then a stupid pause where the customer is supposed to volunteer to buy the product. Sometimes it works. The customer makes a hurried decision to buy, just to get out from between the salesperson's jaws for fear of being gnashed to death. Mostly they back away and decide not to buy at all.

A lot of telemarketing scripts I hear don't work. I can't always tell whether they were badly written or have been revised by an amateur salesperson who decides to keep talking so they prolong the agony of hearing No.



Bright Idea: Lead with a benefit and as soon as possible ask for the customer's involvement.

I've just got off the phone talking to J.L. Brown the insurance brokers. Since their seminars with Colin their sales have doubled and their profit has gone off the chart. We believe your business is one that would respond with similar results.

I want to go on and tell you about your free preview, but first I'd better find out if you are the person responsible for organising sales meetings. Is that your role or should we speak to someone else?

For the two part video set *The Techniques of Telephone Selling* acclaimed by critics in the USA as the best production of its kind (with five workbooks and a leader's guide), send \$495.

Incoming and Internal Phone Calls

Get the Voice Mail right

When my American agents call me it is invariably at home in the middle of the night.

Last week I had to make a series of calls in the dark hours to line a few things up with a series of people, and after leaving voice mail messages all over the USA I was pretty fed up with, *Unfortunately I can't come to the phone right now, and I'm away from my desk...* as if these truths were not self evident from the fact that a machine was taking my call.

Ever the pragmatist I left a message on MY voice mail at about 4:45AM, saying, *Janet, I know it's you so hang on and whistle and I'll rush out to the office and talk to you in my pyjamas.*

And you know what happened then of course. I forgot about it and left it like that for a week!

I couldn't work out why there was all this giggling on my message bank but no messages.

How the mighty hath fallen! If you called and heard it, you now know the full story - and it's the one I'm sticking to.



Bright Idea:

Make your voice mail or answering machine NOT state the obvious, and make it inviting and entertaining to leave a message. Change it daily - or at least weekly.

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