



# BRIGHT IDEAS

To KEEP YOUR CUSTOMERS  
HAPPY... FROM

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## Sales and Marketing

## Don't sell the idea of 'cheap'. Sell 'economical'

You can't tell anyone the economic benefits unless you are clear in your mind about what they are. That's why I've been saying,

- Sample your service yourself and
- Shop yourself before you can tell anyone the truth about how your product performs.
- Adopt a long term programme of collecting testimonials and feedback.

Then you'll know how your product **P**- Performs, how **E**-Economical it is, how it **A**-Appears, the strength of its **R**- Reliability, whether it's **C**-Comfortable, how it affects the **E**-Ego and if it is **S**-Safe. You'll then be able to speak **P.E.A.R.C.E.S. BENEFENGLISH™**

Customers don't buy on price.

I get a lot of laughs in my work. The biggest one is when I say, *"Don't assume the customer wants it cheap. Don't get hung up on price!"* and half the audience has a wetness attack, screaming, *"But that's what all our customers ask us first!"*

Of course they ask you about price first. It's the easiest way to start a conversation with a salesperson. They've learned over the years that salespeople are either too dumb or too lazy to start their own conversations so customers have adapted to their environment and learned this survival technique when they go shopping.

After years of being ignored while sales people talk about the football, or just being stared at over the counter, customers have decided it's easier to give the salesperson something to talk about. But they also know that if they get the salesperson too excited they will get a boring forty minute lecture. So in self preservation customers have invented questions like this:

*How much is a wotsit in the large size?*

*What's your best price on a 5 Series thingumabob?*

They figure this wakes up the salesperson, and guarantees they'll get a short answer. It's just a safe 'opener'. It's not really the life and death issue.

Twit salespeople think they really want to know the answer. To some extent they do want to be reassured that they will not pay too much for the same thing they can find elsewhere at a better price. Let's be honest, some of us might just be lazy and dumb - and that's no crime - but there are a few salespeople out there who are outright crooks. Unfortunately customers have met them and jumped to the conclusion that we're ALL crooks, so they

protect themselves by checking us out.

That's fair enough. But let's not give their question any more power than it deserves. It's just a good opener and a way to see if we're honest.

**Customers want quality, service, value for money and reassurance that the product or service will do the right thing.**

Isn't it true that you could sell the customer a cheap tyre whose tread rips off at 90 KPH but they would no longer be glad they got a cheap price - especially if they damaged the car or injured someone? Isn't it true that you could do a cleaning or mowing job at the cheapest price but if you left muck on the mirrors and clippings on the driveway they would be mad at you?

Doesn't it follow that you could sell them a cheap insurance policy that doesn't cover them for flood or bushfire but costs less than the opposition's? Yes, but when their house swims away down the valley they won't be thinking about what a good bloke or bloke you were for saving them \$50 on their premiums will they?

So what does this tell us? Simply that customers are interested in far more than price.

They want quality, service, value for money and reassurance that the product or service will do the right thing. That's what we need to sell them.

*"Yes Mrs Brown, this dresser costs \$1000 more and there are good reasons for that. It looks exactly the same on the outside, but it is made from solid timber which means that if ever it were scratched or damaged, it could be polished or repaired to look like new. With the chipboard veneer unit in our opposition's brochure once it is scratched it is worthless and can't ever be made to look new again. Do you see why paying the \$1000 more will turn out to be a better investment?"*



**Bright Idea:**

**When someone asks you the price, give it to them. Say, "Those are forty dollars. They have a four year guarantee and a full refund policy should anything go wrong. Can I ask you a couple of questions." Then go ahead and ask why they want it, and 20 other questions that will give the chance to talk about other benefits.**

**NEW!** *Get to No 1 in Sales & Stay There—6 audio cassettes giving you six hours of tightly packed doable sales skills and ideas. Order today for \$95.*

## Leadership and Management

## WIN/WIN or NO DEAL Managers

Covey offers one last word on the WIN/WIN relationship: WIN/WIN or NO DEAL!

Wouldn't that be nice to see?

In computer service: "Are you getting the most possible out of this software? For example, what could we do to make support more accessible for you? How could we make our magazine more useful for Macintosh users?"

In management: "I feel as though I am giving you my best, but is there anything I am not doing that would help you more? If it's in my power I'll do it."

In major sales: "How about you tell me what you expect and I can look at things from your point of view. If I can sell you the product on your terms and still meet my own requirements,

we'll have a deal. If not, let's agree now that we'll walk away from it and still be friends?"

[In parenting?: "Let me explain the effects of lack of oxygen on the brain in such clear terms that when I threaten to throttle you, you'll understand your options."]



### Bright Idea:

Be happy to walk away from arrangements where one or the other is going to be a 'loser' - even if you are happy, and the other party is not.

**NEW! Bright Ideas to Help You Manage & Lead Without Losing Sleep** including bonus tape *Off the Wardrobe* send \$30. For the 12 page report send \$11. Order both for \$38.

## Telemarketing

## Let the questions do the selling for you

The late Fred Herman used to tell the story of how he was invited to many TV chat shows where he was interviewed as one of the all-time great sales people.

He appeared on the Woodie Woodbury Show in California, and the Mike Douglas Show repeating an incident that happened in an interview with a talent coordinator in New York by the name of Sheldon Shelliss.

Trying to catch Fred out he said, "You're so smart; sell me something." He said, "Sell me that ash tray." Fred said, "Well, what do you feel you'd want the ash tray for?" It took him about a minute to explain why he wanted the ash tray and then Fred asked, "What do you think you'd give for it?" He mentioned a figure and Fred said, "Well I guess I'll let you have it."

Fred always finished the story by saying, "now this might seem like an oversimplification, but every one of the major steps of selling took place in that two question and two answer dialogue."



### Bright Idea:

Ask more questions. Then ask even more.

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

## Say what CAN be done

When someone calls your office and you are not there, have your receptionist follow the routine I outlined last month.

Don't let them say, "Can I take a message?" Everyone else does that. Do you want to be average or below average like everyone else? Any way, callers need a reason to tell a total stranger a message that's worth anything. Just asking, "Can I take a message?" like a bimbo isn't a good enough reason.

Don't let them say, "Can someone else help you?" That has to be the most stupid question ever thought up by those out-of-date receptionist schools. Who is the caller going to ask for? Who? He doesn't know any one else. He just wants Bert.

Don't let them say, "What's it concerning?" What a rude, arrogant, pig thing to make someone ask. Find out yourself, you pompous sod!

**For the double cassette pack (60 Minutes) Bright Ideas to Help You Keep Your Customers Happy On The Phone** send \$60.



**Bright Idea:** Make it go like this.

Caller: *Can I speak to Bert please?*

Receptionist: *Bert will be here at 4:00. Let me make a note of your number and ask him to call you.*

Caller: *Bob Swinburne calling. Ask him to call me on the mobile on 019 123 456.*

Receptionist: *Thanks Mr Swinburne. By the way, Ernie is in right now and he does the same kind of work as Bert. Would you like him to try to answer a question for you?*

Now the caller will either say, "No it's OK. I just needed to catch up with Bert about the conference dinner menu."

In this case the receptionist now has the chance to say, "Bert told me to expect someone to call about that. He asked me to tell you we want the cold prawns after all. Does that make sense?"

Further to this the receptionist can say, "Yes, Bert's been working hard on that. He'll be looking forward to speaking with you."