



BRIGHT IDEAS

To KEEP YOUR CUSTOMERS
HAPPY... FROM

Colin Pearce



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Sales and Marketing

If it makes customers look good—tell 'em so

You've worked out how your product
P-Performs.

You know how to make the **E**-Economic benefits clear.

To continue with P.E.A.R.C.E.S. Benefenglish formula you need to talk about

- A**- Appearance benefits,
- R**-Reliability benefits,
- C**-Comfort benefits,
- E**-Ego benefits, and
- S**-Safety benefits.

So consider the **A**-Appearance benefits of your product or service.

Question: Are we are going to talk about what the product looks like or what the customers will look like when they buy it.

Answer? Both.

- Your light shades might be opaque with diffusing blue spots and represent the latest trend in reflective beauty.
- You might be dressed in green and work for the biggest franchise group in Australia.
- Your office units might be long and elegant or squat and neat, and match Department of Labour regulations for ergonomic design.

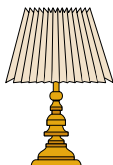
But guess what?

I DON'T GIVE A TOOT.

I don't give a toot. I'm your customer. I'm only interested in what your product will do for me.

Sure the reflective opaque light shades with diffusing blue spots are nice to look at but what do they do for me? Please don't tell me, *"They're the latest. They look great."*

I'll just say, *"So what?"*



Instead, tell me how they will add to my overall office lighting and how that will set the office mood? How will they blend with the design I chose for the ceiling fans and the air-conditioning ducts? Will they make the office look modern, airy, creative, sincere? How will I look to my employees when I install the light shades? Will they

think I have good taste? Will I come out looking like the town hero?

I JUST YAWN AND SAY, "BIG DEAL!"

Sure you wear a nice green shirt, and you work with the biggest franchise group in Australia, but when you tell me, *"We're the biggest"*, I just yawn and say, *"Big Deal!"*

I'm far more interested in how neat and clean my home will look when you're finished. What will my family say? How impressed will my visitors be? My house guests will think I'm the best housekeeper they know. Tell me not only how my house will appear but tell me how I'll appear to other people.



DON'T ASSUME THAT I AM SMART ENOUGH.

You need to spell out each benefit and ask me if it's relevant. Tell me that choosing your furniture will get me the approval of the union rep. or it will help me look good in front of the other department heads. Let me know that I'll appear to be knowledgeable and caring.

It is important that your office units are ergonomically designed and meet with Labour Department approval but if you only refer to those facts as facts alone, it is another big yawn for me.

WHO'S THE CENTRE OF THE UNIVERSE?

I like that. You're talking about me; the nicest person in the world, the centre of the universe, the only person I think about from dawn till dusk—your customer. Your product or service is only a means to an end. It cannot in itself do anything more than 'be'. It is only a pathway that provides a solution to a problem. Its benefits need to be interpreted to me.

Remember. I don't want your product. I want the solution to my problem. So telling me *"It's a good looking product"* is one of the silliest things you can tell me.

Bright Idea:



If all else fails; If you run out of things to say; If you can't think of a benefit; **ASK ME WHAT PROBLEM I'M TRYING TO SOLVE; ASK ME WHAT ISSUE I'M GRAPPLING WITH,** and then tell me how your product or service will address that issue - and stick to the point.

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

There is no ideal manager

Where can I go to learn to be a manager?

The guy asking the question looked every bit a manager: sharp looking and intelligent, he was embarrassed to be asking, but he was in pain.

He had been a successful salesperson for many years and his company had expanded its sales force. He was the most experienced so he got the job. He was troubled that he couldn't get through his own sales calls as well as coach the sales team. He was bothered by staff who didn't think he was very good at his job. He was working late to get his reports in and losing contact with his old team. Even though he was enjoying a salary increase and a commission on team sales, he was sorry that he'd got the job.

I said, *Relax. You need to let yourself off the hook. There are things you can learn but there is no quick fix. It takes a long time—like a good reputation. I meet many managers who struggle with the role. Leadership is tough. No-one gets it perfect. No-one.*

If he'd worked for Federal Express he would have been given the privilege of attending the internal one day

course, *Is Management for You?* Sixty percent of the attendees decide at the end of the course that management is not for them. Sixty percent!

He was not given the chance to say, *No*. It was expected of him to accept the challenge. To reject the opportunity would have been seen as weakness. He was damned if he accepted the role and damned if he didn't.

He was encouraged to know he was not a failure or alone.



Bright Idea:

Open up to other managers and ask them to be honest with you. You'll find that you are fellow travellers and have either experienced each other's problems or can find solutions together. The least you'll do is find out that none of you is yet an expert.

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

Keep a score sheet

Are you keeping a score sheet when you make calls? It can get so wearying calling hour after hour not feeling as though you are getting a result.

If you keep a report sheet on your calls you can determine several things

- How many calls you make per hour.
- You can check your rate of success day by day and hour by hour
- What is your hit rate/conversion rate
- You can see if you are making any sales
- How many times you get to talk to the person you call for
- This will help new people who get discouraged by the number of call-backs they need to make.

How many calls you need to make to the same person/company to get a sale

How much you sell on each call.

Averaged out, this will tell you the value of making each call - even the ones that earn you nothing are now worth something

How much you add-on to each sale

This will tell you whether you are an efficient sales person.



Bright Idea:

Keep a score sheet - all the time. Inspect what you expect. Make it part of normal daily practice. And give feedback on results and modify the approach according to your findings.

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

Be polite

If you've been following this space for a while you will have noticed a pattern based on the first phone call ever made.

Alexander Graham Bell in his laboratory spilled acid on his trousers and cried out over the hearing aid he was inventing, "Mr Watson. Come here I want you!" His young friend Tom Watson thundered down the stairs and bursting through the door exclaimed, "Mr Bell! I heard you distinctly and clearly on the device"

His answer - the first ever given - was Prepared, Prompt, Personal, Positive, Polite and Precise. We've been discussing the first four points for a year or so. If you want the whole story call our office and order the double cassette album *Bright Ideas to Help You Keep Your Customers Happy on the Phone*. It's only \$69.

Recently we re-recorded the programme and distributed 600 specially designed double packs to a large National Real Estate Franchise. Maybe you need something similar. Call and talk it over. Anything's possible. We're very flexible.



Bright Idea:

Be polite. Do what I've done here. Tell a little more than you need to and stop to ask for feedback on what you're saying.

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