



# BRIGHT IDEAS

To KEEP YOUR CUSTOMERS  
HAPPY... FROM

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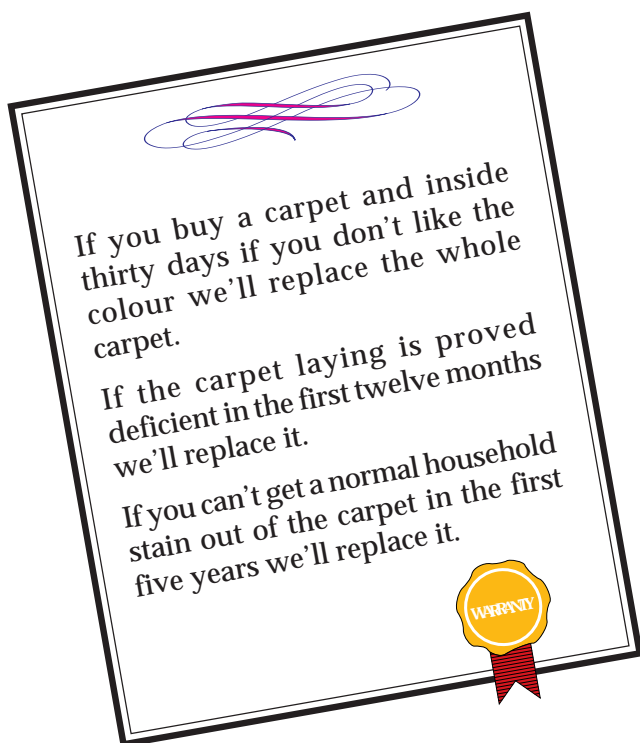
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## Sales and Marketing

## Put your customer in the picture

I'm in the middle of a speaking tour for the carpet division of a major company. I'm meeting carpet retailers all over Australia, and we're talking about the importance of benefit rich customer focused language: BENEFENGLISH in fact.

The big thing the company offers in its range of carpet is the amazing warranty. It goes something like this.



Now that gives them a great opportunity to speak BENEFENGLISH pictures into the customers' listening.

We could paint a word picture like this:



*Picture this Mrs Brown: In about four years' time you and your husband go away for the weekend.*

*Your children will be teenagers by then and you can guarantee they will have a party while you are away. You also know*

*they will make food and drink mess on the carpet, and not clean it up properly.*

*But you also know that when you return home, if the stains will not come out of the carpet, you can call us and we'll replace the whole carpet for you.*

*Don't you think you will be able to enjoy your weekend a lot better?*

This is using the C- Comfort part of the seven point BENEFENGLISH formula.

- P-Performance
- E-Economy
- A-Appearance
- R-Reliability
- C-Comfort
- E-Ego
- S-Security

C-Comfort doesn't only relate to the feel of the surface or the ergonomics of the design or the softness of the padding or the sound on the ears. It relates, especially in the suspicious nineties, to the peace of mind the customer will enjoy by using your product or service.

### **Bright Idea:**



Exploit your company's warranties to paint pictures featuring your customer – right in the middle of the portrait. The customer should be pictured as contented and at peace with owning your product.

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# A manager is a constant student of personality

James Scherr, Vice President of Holiday Inns believes, "A proven motivator will make it to the top before a proven genius." There are a lot of people in the world trying to prove they are managers, but truly, a manager who knows and understands people will make it to the top long before any genius with a management degree who has no understanding of people.

A manager is aware that each human being is different. A manager is aware that our people are our greatest asset. Relationships are the key to productivity and motivation.

Most managers have never even bothered to take a test to determine their own style for better personal understanding. There are many tests and systems for understanding temperament types. Ask around. For myself I rely on the very popular but disarmingly accurate work of Florence Littauer in books like *Your Personality Tree* (Revell) and *Personality Plus* (Revell) as well as sixteen other titles she has written.

When I run group seminars, I invariably introduce a segment where we determine the personality style of the participants. We find out who the decision-making-stride through-life types are. We discover the reserved and totally loyal family oriented types. The outgoing fun-loving untidy talkative people are the easiest to pick and those who thrive on attention to detail and order stand out very well too. In fact after we have stood everyone in their corner and had a lot of fun - and I mean a lot - everyone says they understand themselves better and why they get on swimmingly with some colleagues and not so well with others. They leave the session with much greater understanding of what makes people tick.

## Bright Idea:



Get a book or take a test and begin to work *with* people's differences and not *against* the differences.

**A** complaint is any negative feedback about your product or service - or your company.

**Weird as it sounds you should thank the complainer for complaining.**

**In the T.H.A.N.K.S. rule for handling complaints, T reminds you to say, *It's good that you told us because this is the only way we hear about how we are going. There might be other people who are having the same problem.***

- **Getting and even encouraging complaints is free market research. The price is right so get all you can.**
- **Complaints alert you to things you can improve upon.**
- **Without complaints you have an unbalanced idea how your service is received.**

## Bright Idea:



Set up a climate where it is easy for customers to tell you they are not happy about something you do. Thank them for telling you and act on it

# Stay in touch on your mobile

I heard about a builder who was pouring a concrete pool and his phone fell out of his pocket when he wasn't looking. Somewhere entombed under the deep end there's a mobile phone preserved for the archaeologists of 2100AD.

The sad news is he had bought the phone recently and had not insured it so he will be making payments for the next two years - on nothing. He should have taken out one of the supplier's special insurance packages.

And beware of liquid ingress. It voids all warranty claims and as I understand it - all insurance claims.

The dealers tell me they have seen them full of salt water, pool water, bath water, beer, perfume - even coffee. I suppose that person thought he was holding a biscuit and dunked it!

It's no good saying your kid dropped it in a bucket either. It doesn't matter who does it. Liquid ingress as they call it, is the mobile phone owner's undoing.

However there is one thing worse. That's the mobile phone owner with an attitude problem. You ring some people - most I've found - and they treat you as though you have interrupted them on purpose.

*Hello!*, they snap, as if you should have known better than to ring them during a funeral or at lunch.

There are two simple rules.

1. Always answer the phone with charm: *Good Morning. Bill's Computer Consulting. This is Colin.*
2. Buy Message Bank or Call Diversion and use a great message so that when you can't

answer with charm because you're preoccupied, your mobile will still catch the message for you.

*Good Morning. Bill's Computer Consulting. This is Colin. Thanks for calling. Leave your name and number and I'll call you back within the hour.*

## Bright Idea:



Go back to your dealer and get all your money's worth out of your supplier's resources .

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