



BRIGHT IDEAS

To DOUBLE YOUR SALES
FROM

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Sales and Marketing

Be active

A dull headed and un-presentable youth applied for a job.

He didn't want to work in the factory because he got a rash on his hands from grease. He didn't want to work in the grounds because he got hayfever from grass. He didn't want to work on deliveries because he got stressed from working to deadlines. He didn't want to work in sales because the love of money is the root of all evil.

The interviewer, painfully aware of equal opportunity legislation and knowing he couldn't reject the lad just because he was unemployable said, "What this company really needs is a good professional worrier. Young man - can you sit behind that desk every day and worry in a constructive manner?"

The young man said, "What does the job pay?" The employer answered - "\$600 a week." "Fine" said the applicant, "I'll take the job and be the best worrier you ever saw. By the way, who pays me the \$600?" "That", said the boss, "is your first worry".

In the National Training Council survey of necessary traits for salespeople, the customers and managers listed *Having an Active Style* as second most important to loving people.

George Bernard Shaw believed in action. He said, *People are always blaming their circumstances for what they are. I don't believe in circumstances. The people who get on in this world are the people who*

get up and look for the circumstances they want, and if they can't find them, make them.

I was in Melbourne for lunch with a mate and walking through Collins Plaza we were arrested by a little bloke outside his cafe with a cloth over his arm. "You wanna lunch?" he asked, expecting the answer yes, and motioning us inside. We followed like little lambies and sat down at our table as if it had all been pre-booked.

That's making life happen to you, the way you prefer it.

You can never build your success or your reputation on what you're going to do.

Your customers need to see you making things happen. If you are in retail, they want to see you darting about and looking busy with customer affairs - not frantic mind you, just busy.

In the service industries your customers need to see that you are doing the little extras, like blackening the tyres in the car repair industry, rolling up the hose in garden services, washing a few extra dishes in domestic services, sending out a follow up tape or newsletter in the consulting business.

Edward Bok thought that the three really great things in the world are a mountain, the ocean and an earnest person at work — the potentiality of each are beyond human calculation.

We're all aware of the fact that in this life there are people who make things happen, people who watch things happen, and people who are never aware that anything happened at all. The only people who make a contribution to the world and its citizens are the people who make things happen.

I met a chap yesterday who had closed his car repair business for an hour or two and had come out on the rounds looking for car parts. He had no message machine, no mobile and no interest in getting new customers. "I've got enough," he said.

Maybe he does.

He is single. He is happy. He has enough and he is not greedy. But he is not taking his responsible place in the food chain. He is not employing. He is not teaching his immense skills to younger people. He is not letting other people enjoy his special talents and high levels of customer service. He has buried himself in a cozy corner where he won't get damaged.



Bright Idea:

Be seen to be active. Throw yourself into your work. It's what the customer wants to see.



A manager is a good listener

Managers have two ears and one mouth and should use them in direct proportion to each other.

Remember the phrase, '*management by walking around*'? It applies to listening to, learning from, and observing the workplace.

Not everyone wants to talk to the boss.

If you are new, it might take months for people to open up to you.

If you have never been an open person, yet you have held the management job for a long time it might take longer than a few months.

Is it worth the wait? Yes. This old ditty wasn't coined for nothing.

The wise old owl sat on an oak.

The more he saw the less he spoke.

The less he spoke, the more he heard.

I wish more folk were like that bird.

Some managers don't know how to get people to open up.

They try too hard.

They pull out their best jokes. They try '*drinking with the boys*'. In other words they rush the whole thing and expect overnight miracles.

It takes time to get people to talk to you. Just be seen.

Be there to ask a question — any question — and wait for the answers.

Often someone will raise an issue with you only because they can see you don't interrupt and you give them time.



Bright Idea:

Shut Up!

Listen up!

Make appointments the painless way

Have you ever heard two silly people on the phone talking about getting together for lunch?

Jack: *We'll have to catch up some time.*

Jill: *Yeah. Let's have lunch*

Jack: *Great. I'll give you a bell.*

Jill: *Terrific. Call me and we can go some where and catch up on everything.*

Jack: *And maybe play a round of golf.*

Jill: *Excellent! I'll call you if you like.*

Silly isn't it? Almost as silly as many salespeople trying to arrange an appointment. They beat around the bush and take all day to reach simple agreement about a mutually acceptable time. They say dumb things like,

Jack: *When can you come in?*

Jill: *How about Friday?*

Jack: *No. I'm in the country Friday. What about next week?*

Jill: *Which day?*

Jack: *Monday*

Jill: *OK. What time?*

Blah blah time wasting blah!!!

Start by taking control and asking if either of two times is suitable.

We have two o'clock free today or ten o'clock on Wednesday. Which one suits you?

If neither time is suitable, pick two more:

Well what about next week, say Monday at four or Tuesday at eleven.



Bright Idea:

Never surrender your leadership to someone who needs your help.

How to handle angry callers

Angry callers need time

Moving right along with the T.H.A.N.K.S. rule After you've **T—Thanked** them for calling, and asked them to

H—Hold for a few seconds while you look into something urgent, and

A—Asked them for the details, and you've

N—Nursed it along, you need to

K—Keep to the facts.

That means you DON'T get hooked on the emotional barbs that angry people try to scag you with.

They say things like,

Is there a man I can speak to?

Is there someone older?

Can I talk to someone who speaks English?

I want to talk to the manager.

Why am I speaking to a boat person?

Could I please speak to a woman?

You people are idiots.

You mess everything up.

This is typical of your incompetence.

We are never going to do business with you again.

These can all sound really nasty but after all

Sticks and stones can
break your bones
but names can never
harm you.

Bright Idea:

Someone has to listen. It might as well be the person who is paid to...YOU