



BRIGHT IDEAS

To DOUBLE YOUR SALES
FROM

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Sales and Marketing

Selling is a punch and judy show

Right now there's a bloke on my roof looking at the air conditioning unit. You can probably hear him thumping around in his iron shoes.

He's the third bloke we've had look at it in two years. I have this silly idea that air conditioning is supposed to make you cool and every summer ours slowly roasts us.

So we get a bloke to come. Each bloke is a disappointment so we save up and try another one.

Do they have a special school for air conditioning blokes where they teach them to be grunTERS, nongs, and drongoes?

I reckon they do, because no-one is born to be that way.

As I see it these must be the rules for running an air conditioning business.

- Run a big ad in the Yellow pages so no-one thinks you are a nong.
- Answer the phone like you're on the way to the potty.
- Arrive on the job looking like you just got out of the St Vinnie's old clothes bin.
- Have grubby mits.
- Chew gum with your mouth open.
- When the people answer the door say, "Bout the egg nishner. You called up."
- Grunt at every question and defensively imply that the customer is trying to blame you for their hot house even though you never met them before.

Hello out there. Listen up for your own good.

This is your old Uncle Colin telling you this because he cares.

EVERY EMPLOYEE WHO MEETS YOUR CUSTOMERS IS A SALESPERSON

- NOT A TRADESPERSON

OR A REP

OR A CLERK

OR A RECEPTIONIST

OR A TECH

OR A SUPERVISOR

THEY ARE ALL SALESPeOPLE.

IF I DON'T BUY THEM

I DON'T BUY YOU!

IS THIS GETTING THROUGH???????

I don't think so.

They give business licences to anyone these days!

Great sales people (and therefore reps and tradespeople and techs etc...) exhibit five not-so-spectacular characteristics. Don't employ anyone who mixes with your customers who doesn't cut it in these areas.

- Genuine love for people
- An active rather than a passive style
- Willingness to serve, and
- An outgoing rather than an introverted manner.

About the last one—

They need a sense of theatre about them. They need to smile and spread a bit of joy - even on hot days. Like a punch and Judy show they come out in their funny hats and dance around to entertain the crowd. The crowd is pleased and comes back the next day and throws even more money in the tin.

My Mum used to get a plumber who whistled while he worked and a painter who sang to himself. It was worth having them around for the pleasure of their company.

When was the last time you heard anyone whistle, sing or laugh on the job?

The one thing I love about my job is that I am surrounded by garrulous laughter. The two Chrises who work with me giggle their fat little heads off many times a day, and the people in my seminar audiences get a good laugh too.

Everywhere else, it look like life's turned into a funeral dirge.

Everybody's worked out that they are going to be dead for an awful long time so they are putting in a lot of practice now to get it right when the time comes.

Sam Walton, founder of the Walmart empire and the richest man in America in the eighties said this about his success from his college days.

I learned early on that one of the secrets to campus leadership was the simplest thing of all: speak to people coming down the sidewalk before they speak to you.

That's it. Take the risk and be outgoing.



Bright Idea:

Get your people to come up with ways they can be more outgoing to double sales.



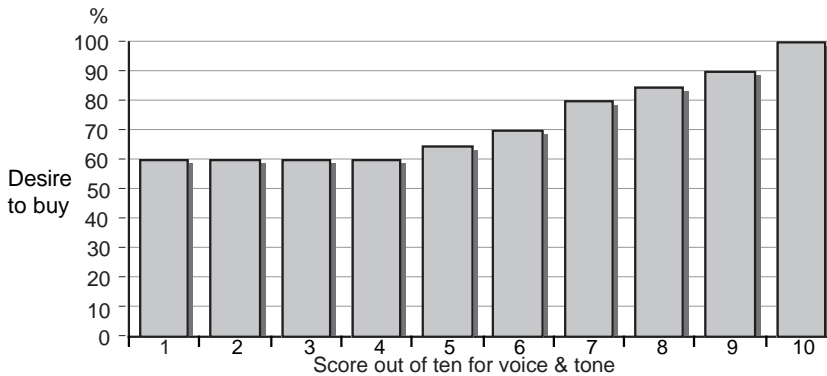
Incoming and Internal Telephone Calls

—Voice and tone make a difference.

There is a direct relationship between the amount of sales you get and the way your phone is answered.

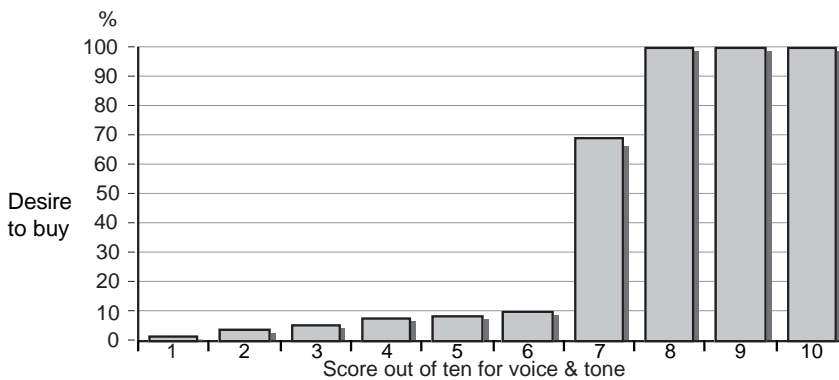
We surveyed people who call businesses on the phone and asked whether they wanted to buy from the business. We found their desire to buy followed their assessment of the voice they heard but it was not directly proportional.

You might have expected that the desire to buy followed the rating of the person's voice - something like this:



We assume there is a desire to buy regardless of our tone.

In fact the graph looks more like this:



There is **no desire** to buy at the lower scores.

There is no desire to buy until the assessment of the voice hits a score of seven out of ten.

This clearly shows that if you mumble or rush the way you answer; if you sound terse or busy or tired; if you sound disinterested or distracted, your callers will not feel good about doing business with you.

If there is another game in town they will go there.

Bright Idea To Double Your Sales:



Put on a bit of jam on the phone. Sound more alive and bright than even you think you should.

Tabulate the results.

NAH! Don't worry. Your till will do it for you.

Leadership is a developed art

Leadership takes time to develop. Give yourself plenty.

How many people enter multi-level opportunities and give up after three months because they haven't been able to sponsor the local dentist or someone else influential? How many people try sales and because they're not asked to speak at the second sales meeting they attend they give up because the company didn't recognise their talents.

They need to understand that reputations take time.

Like the Japanese say, *"If you want to learn to climb mountains, then find one and climb it."*

The mistakes you make will teach you along the way so just begin by leading. Don't make too radical a start and you will be fine. Focus on learning about people.

Charles Schwab who was hired by Andrew Carnegie to manage his enormous steel empire, was the first person to earn a million dollars a year as a salaried employee. Somebody asked him, *"How is it that you earn \$3,000 a day? What qualifies you?"* He said, *"I consider my ability to arouse enthusiasm among the men to be the greatest asset I possess."*

Remember what we said before? Someone who is a genius won't go as far as someone who is a proven motivator. Give yourself and the people you lead time to grow into the relationship.

This means that you might not be as successful in your first management role as you would like. You might even lose the role or your job.

Be kind to yourself. If you think you have the other characteristics of leadership, keep learning by applying somewhere else.