



BRIGHT IDEAS

To DOUBLE YOUR SALES
FROM

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Sales and Marketing

People ...Ugh!!!

Lucy in the Peanuts cartoon shouts indignantly *I love the world. It's the people I hate!* That's great for Lucy to have the freedom to hate people. She's just a kid in the funny papers. In sales there is just no room for that kind of attitude.

The fifth of the fundamental characteristics of great sales people is that they have nondiscriminatory attitudes about people. I guess it follows that if you have the first four characteristics, you are unlikely to fail at the fifth, but you never know. You might not have been honest with yourself over the first four:

- > Genuine love for people
- > Willingness to serve
- > Outgoing rather than introverted manner
- > Active rather than passive style

Just to keep tabs on us let's run an eye over some common prejudices. Check the list and see if you have ever or do currently hold some at arm's length over any of them. My theory is that you fare (badly on that list as I did. We are habitual discriminators. So how can we ask new applicants to miss out on sales positions because they are like the rest of us? Good question. It comes down to this: Most of us acknowledge prejudices and work hard to overcome them. Other people licence themselves to hold hard attitudes against certain groups or individuals in the community.

If you employ these haughty individuals they will ruin your business and your reputation

Do you give out bad vibes to customers because of their:


- Age
- Body odour
- Clothing - brand
- Clothing - condition
- Clothing - style
- Disability - Mental
- Disability - Physical
- Employment status
- Gender bias
- Hair - colour
- Hair - lack of it
- Hair - over supply
- Hair - style
- Intelligence - too little
- Intelligence - too much
- Nationality
- Perfume/Cologne
- Race
- Religion
- Sex
- Size - Height - tall or short
- Size- Weight -fat or thin
- Skin colour
- Social rank
- Speech - accent
- Speech - affectation
- Speech - impediment
- Speech - non english speaker
- Spending power
- Temperament

When you're interviewing them, ask if they have any problems on the check list. If they do, ask them

probing questions to discover whether they will cause your customers any problems if you employ them. If they fail this test, don't employ them.

The equal opportunity people would find it hard to discriminate against people for discriminating against people who discriminate against people now wouldn't they? I meet a lot of sales people in my work. Most of them are really nice people. But there's a big bunch of pompous know alls - there I go discriminating again- who have squeezed through the net, just because they were good looking, or smart, or who went to the right school.

In the final analysis, they will betray themselves but unfortunately you never really know how much they have betrayed you in the mean time.



Bright Idea:
Be nice to someone outside your comfort zone today.
Commit a random act of kindness.



Incoming and Internal Telephone Calls

The latest research in hospitals shows that years of Yellow Pages advertising has paid off. So many people are letting their fingers do the walking that stress fractures of the finger are on the increase. So are phone calls where people are searching for the right place to shop.

One survey indicated that two out of three shoppers rang a number of stores before making a decision where to shop. Only one in three called one store. The biggest group in the survey called four stores on average before they decided to shop with a particular dealer.

The next highest group called three and the next highest group called five. Believe it or not the next group called more than five! The lowest score was registered by people who called only two stores.

Why do we as customers make so many calls?

I asked that question in a presentation last week and one of the geniuses called out, "Because they are all scabs wanting the best price".

(Envy me. Sometimes I have to spend hours at a time locked in a conference with social giants like that.)

If that were true it would simplify matters greatly. We could just put our prices down and people would come for miles around to take our goods and services.

The truth is nothing like it. We the customers, call number after number looking for someone who will take a genuine interest in us.

You did it yourself when your water heater blew up. In panic you grabbed the Yellow Pages and called the first honest looking number you saw. You got this:

Hello. Hot Water Supplies

*Hello. My water heater has blown up
Where do you live?*

Tea Tree Gully

Can't help you today OK?

So in desperation you called another number which didn't answer. Then you called another where the person said,

Power Water Heaters.

G'day. Can you help me with a water heater today?

Well what do you need?

It's blown up

Do want a new one or a repair?

I just need help. I don't know.

Right well new ones are a month away and repairs are a \$50 call out fee. Do you still want us to come out?

So now, hair all pulled out you ring one more store and in the nicest welcoming voice they say:

Good Morning Jones Hot Water Service. This is Jan.

Hello Jan. Can I speak to someone about my heater. It's blown up.

I can help you with that. Can I ask you a couple of questions?

Yes.

Do you have water flooding out of it at the moment?

Yes.

Let's tell you how to turn that off first and then we'll talk about your options. Run out into the garden and ...

Now you are in love with the wonderful voice at the end of the line and they've made a sale without even mentioning price. It's that simple. Price won't come into it until later. And to think the love affair started in just seventeen seconds.



Bright Idea:

Answer the phone as if the caller's life depended on it.

A manager manages finance

I worked for a man once whose ability with money was legendary. No-one, it was said, could balance the books and drive a better bargain than he. This was of course the same man who berated his secretary for buying too many peanuts for the Friday night staff drinks. This was the same man who told the purchasing officer that new staff could not have a rubbish bin and a stapler until they proved themselves.

He was mean. Nobody like him and nobody wanted to work for him.

That is not what I intimate by saying we need to manage finances. There is a difference between the frugal and the farcical. Managing finances in the words of John Wesley means getting all you can, saving all you can and giving all you can. It means not letting your out-go be greater than your income or your up-keep will be your downfall. It means managing the detail.

Detail is the lifeblood of business: Detail that will lead a manager to monitor daily sales, weekly turnover, monthly profit and total cash flow. The manager should know the next month's cash flow in detail and the next three months' in general. Your income for the next three months should be based on your activity. It means managing the cash in balance with the outgoings. Too many managers take on the role of management without the first clue how to read a cash flow projection or a profit and loss statement.

Once upon a time when cars were made of iron and telephones had dials and a meat pie cost eleven pence, people managed their money and lived happily ever after.

Let this be you.



Bright Idea: Take a crash course in reading your company's spreadsheets.