



BRIGHT IDEAS

To DOUBLE YOUR SALES FROM

Colin Pearce



Vol 6: No 5 May 1996

Phone: (08) 374 0711

\$6 per issue

Sales and Marketing

Your core values stick out

Talk about being quick off the mark.

I was speaking at the Tasmanian Nationwide State Conference and outlined the five fundamental requirements of sales people.

Two weeks later this ad appeared in the Hobart Mercury.

REAL ESTATE CAREER

An excellent opportunity now exists to join our New Town Office with the benefits of a National Network of offices and providing the best possible training available.

The successful applicant must be able to demonstrate the following personal qualities and attributes.

1. A Genuine Love For People.
2. An Outgoing And Friendly Style.
3. A Willing Attitude To Serve People.
4. A Non Discriminatory Attitude About Other People, Their Sex, Race, Colour, Creeds And Nationality.

Previous experience in Real Estate is not necessary!

Applicants should include a full resume and be addressed to:

Kevin Towns,
PO Box 1, New Town 7008.

Nationwide 28 0205
Realty 156 Main Road, New Town

Right alongside, an opposition company ran an ad which targeted the same market; no experience necessary, full training offered, and it carefully outlined all the stigmas attached to Real Estate sales, and countered them with good arguments.

Kevin Towns' ad pulled forty responses in two days. The other ad pulled 12. Kevin isolated four people he was willing to start. Most applicants remarked that the ad 'tugged' at them.

In the seminar I had made points like these:-

- Looks are important but don't hire on appearance.
- Dress is important but don't hire on grooming.
- Education is important but don't hire on qualification.
- Background is important but don't hire on experience.

I said

Find out if your applicant can demonstrate a genuine love for people. Are they affable, friendly and caring? Are they involved in committees, clubs or groups where they demonstrate human concern or are they there to flash their ego? **Do you love people?**

✓ Yes or No

Are your applicants willing to serve? Can they stay late, come early, make after hours deliveries, share other people's work, take turns getting lunches and coffee? If the cleaner is crook can they do the dishes? **Can you?**

✓ Yes or No

Are your applicants outgoing? Are they first to smile at strangers? Do they speak clearly and can they look you in the eye? Do they smile when they talk to you? Do they make you feel good while you're with them or do you wonder what to say next to wake them up? When you ask them what they love to do most do their eyes light up? **Do yours?**

✓ Yes or No

Do your applicants inspire your confidence that they will get involved in making sales happen or will they be more inclined to sit back to be led or fed. Will customers see the person doing more, adding value, being their advocate? **Do your customers see that?**

✓ Yes or No

Ask your applicant if they are willing to exorcise any of these words from their vocabulary and the discriminatory attitudes. Poofter, faggot, fag, wog, dago, wop, slope, chink, dink, dyke, abbo, blackfella, islander, boong, old bloke, old dear, whitey, white a___ (thing to sit on), crim, ethnic, foreigner. And expressions like "typical man!" and "typical woman!" and "typical unemployed". **Can you?**

✓ Yes or No

Hey! Don't despair if you find yourself answering a guilty "No" to any of these questions.

If sales were easy everyone would do it!

Bright Idea: You and I need to keep the ideals in front of us and strive to have our core values stick out. **It's a daily challenge.**



Management = Maturity.

How mature are you?

If you boiled down everything that's said about management, it could all be summarised as maturity.

Maturity isn't learned, studied, inherited or faked. Maturity is a life-long state of mind.

- **Academic qualifications do not make a person mature.** I've seen academics as drunk as eighteen year old delinquents. I've seen professors as promiscuous as tom cats.
- **Age does not make a person mature.** Haven't you heard aged people ringing talk-back radio spouting gibberish? You've seen old codgers at gun lobby rallies.
- **Status does not make a person mature.** You've seen parliament on TV. You've seen royalty dribble all over its blouse.
- **Wealth does not make a person mature.** Aren't popular news-stand magazines full of the sagas of messed up lives of many wealthy people?

Conversely, immaturity and a messed up life do not always go with the territory of academia, age, status or wealth. Those things can help your maturity — if you want them to.

I picked this up in church. My minister says you are a mature person if you can:

- React positively to problems and persevere through them.
- Treat other people as more important than yourself.
- Control your tongue.
- Make more peace than trouble.
- Behave patiently in everything.

I hate it, but he's right. I'd rather think my age, status, abilities and qualifications showed how mature I was, but there's no easy way.



Bright Idea:

Look in the mirror, take a long look at the person there and say "Grow up". I did that this morning and it was quite an ugly experience in more ways than one.

Check your document for I-sores

99% of marketing copy we get in the mail is a disgusting waste of trees.

The sole purpose of your marketing copy — flyer, brochure, proposal, letter, — is to talk about me; the nicest guy in the world, the centre of the universe, the only person I think about from dawn till dusk — your customer.

Don't waste one word talking about you or your dopey company or your dumb product, unless you quickly change the subject back to me, and what owning your product will do for me.



Bright Idea: Next letter or brochure count the 'I', 'my', 'me', 'we' and 'our' usage and compare it with 'you', 'your' and 'yours' usage. Try to get the ratio **I : you = 1 : 5**

Incoming Calls

When you run a product promotion, or take out advertising space, give your staff a script to follow so they can respond to phone enquiries.

Don't leave it to chance.

Don't leave it to their common sense.

No offence is intended here but I find that a lot of people are either too busy or too set in their ways to use common sense.

“The trouble with common sense - is that it's not all that common.”

If you need help designing a response and the training to go with it call 08 374-0711 and find out how I can help you.



\$60 PLUS a Bonus



~~\$17~~ FREE!

For **Bright Ideas** readers only in June, buy **Bright Ideas to Keep Your Customers Happy on the Phone** for \$60 and you will get my kids' tape **Billabong Songs**, the crazy 40 minute song cassette, which features wacky old Koala Ted, and twenty songs to get your kids believing honesty, truth and doing your best are cool things to do.

“This tape is the best kids' tape I've ever heard.” Colin Bockman, Speaker.