



# BRIGHT IDEAS

To DOUBLE YOUR SALES  
FROM

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## Sales and Marketing

## You CAN double your sales

A company director called me after I'd spoken at a public seminar and invited me to increase his company's sales.

When we met I asked, **"How much are you turning over now and by how much do you want to increase it?"**

"Seven million and I need a 'must get' increase of twenty percent", was his blunt reply.

Then I asked him how many stores he had. He owned thirty. These were the only two questions to which he knew the answers. I needed more information but he didn't have it.

**"How many customer transactions do you do each day?"**

"I don't know."

**"How much, on average, does each customer spend?"**

"Don't know."

**"How often do your customers buy from you?"**

"I don't know that either. Look! Why is this important? All I want is a bit of sales training to gee up the troops and make them more motivated."

I asked him to be patient and guess the figures for me. He humoured me and we persevered.

He estimated that his customers bought 4 times a year and spent \$60 on average. From there it was easy to work out that he must have 29,166 customers.

This was a reasonable estimate he said, because there were thirty stores and each one could be said to average 1000 customers a year—that's 18 per week or 3 paying customers (given the

average purchase) for each of the 6 working days in the week.

It took a bit of nutting out. Then I stepped up to his white board and performed my favourite mathematical miracle.

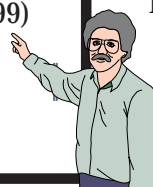
I handed him the calculator and laid the figures out like this :

20% increase on \$7,000,000 = \$8,400,000 was his calculation.

Then I said:

**"Let's apply the 20% to each of the areas we highlighted so we can be sure we get that \$8,400,000. You do the calculations."**

No. of customers
= 29,166 (+ %20 = 34,999)
Frequency of purchase
= 4 (+ %20 = 4.8)
Average purchase
= \$60 (+ %20 = 72)



At this point I asked him if all that were possible.

"Yes." he said. His eyes were lighting up. "This is good."

To build the drama I casually suggested that he multiply each new total so we could check that the maths were right.

He punched in the numbers and stared at the result. He puffed a bit and then did it again. He looked at the whiteboard where I'd written the \$8,400,000 figure.

"What am I doing wrong?" he complained.

"Why?" I asked.

"Well it comes to \$12,095,654! How come it doesn't come out at the right figure?"

**"That is the right figure!"** I was

starting to shout. **"If we increase customers, average sale and frequency, each by 20% you will in fact get a 72% increase in sales."**

He had fainted.

To calm him down I made some adjustments to the figures. **"To get your 20% increase we only need to increase average sales by \$3, increase store visits to 4.3 and get 1,834 more customers (which would be 1 new customer a week in each store).**

**Or to make it even simpler we just need to sell every customer \$12 extra."**

His tongue was still hanging out.

I gave him some homework.

**"Before I can help you, we need to know the real maths on this so you need to set up a head count and till analysis as well as a customer record system. Then I can teach your people to sell more. You and I can work out some bright ideas to get new customers and to get the old ones to come back more often."**

### Bright Idea:



Do the same homework and then call me URGENTLY (08 374-0711) to work out our next step.



# Document Scan—How to miss the GONG

Rubbish similar to this sits in my, “Colin, when you are feeling depressed read this and laugh your head off” file.

1. *Allow me to introduce myself. My wife and I have just moved into the area and have recently purchased the Roadside Fish Cafe. We intend to continue the great job done by Louisa and Herman over the last five years.*



**GONG!!!!** Who cares who you are? All I want is good quality fish and chips.

2. *I am writing to inform you about the latest software for the Internet. We recently travelled to Europe to look for the best alternatives and now we are proud to announce we've got the best applications contained on a new CD we've imported from Germany and had tested in fourteen high schools.*



**GONG!!!!** Big deal. Yawn. Ho Hum and So What.

3. *All future correspondence should be addressed to the above as Shop Floors Ltd have recently merged with the largest shop fittings company in the Southern Hemisphere. We now offer a complete range of computer designed ergonomically efficient furniture in conjunction with our valuable new supplier in Turkey.*



**GONG!!!!** Who gives a toot about Turkey and how big you've become. Three cheers for your ego.

**Each of the writers failed to think about and talk to me; the nicest guy in the world, the centre of the universe, the only person I think about from dawn till dusk – THEIR CUSTOMER!**

## Let's try again...

1. Louisa and Herman told us you were their **best customer** and when we took over from them they threatened our lives if we didn't look after you better than they did when they owned the Roadside Fish Cafe.

So we reckon there's no bigger waste of time than waiting in line at a fish shop. Order by phone (CALL 374-0711) and pickup your piping hot fish and chips at the time you want them – all wrapped in a special thermal pack to keep in the heat and keep your chips crisp until you get home.



2. Sick of waiting your turn to get on the 'Net'? Sick of mid-surf dumpings? Fed up with ridiculous bills for miserable access? So you should be.


ELBOW™ is the way to get your own way on the 'Net'. Every time you want access, ELBOW™ finds the nearest person wasting time on-line and shuts them down. Then ELBOW™ pushes YOU in –and ther e you stay until you are finished doing what you want to do –right at the fr ont of the queue. And the good thing is, ELBOW™ stops anyone from doing it to you.



3. While you're putting our **new address** on your database see if you can rest the back of your head on your backside. No? That's because you are not sitting in the right chair. If you were sitting in the massaging luxury of a Pampayerbot™ Chair you would be able to type faster, stretch easier, and belch louder because a Pampayerbot™ Chair is personally designed to suit your rear end and yours alone. Call me and I'll come around and take a scan of your cheeks etc...

\* \* \* \* \*

See? Get me in. Entice me. Grab my attention. Save a tree and make your copy work.

 **Bright Idea:**  
Ask me to critique your mail outs. I'm very kind. (NOT!)

# Three Step\$ To Convert Call\$ To Sale\$

So you've advertised and invited people to call your number.

Now make sure you can make some money.

**1. Tell your staff you've advertised and that they should expect calls.**

I am surprised to find salespeople not having a clue when I call in response to an advertisement. "Head Office did that, and we don't know anything about it."


**2. Get plenty of stock and show your staff how to use, apply, or wear the product.**

Run a drill session where you ask the same questions you think your customers will ask and show no mercy until your staff can answer every question flawlessly.

**3. Write your staff a script and get them to rehearse it until they can respond in their sleep.**

The script needs to include thanks and acknowledgement of the caller's interest. You also have to understand the purpose of the call - either to get an appointment or close the sale over the phone.

I've helped one national retail chain increase their call ratio from 32% to 79% just by getting the staff to focus on the real purpose of answering the phone. In their case it's to get appointments in the store. In your business you might be able to send the item out in the post after getting the credit card details. You will probably need to offer a 30 day money back guarantee to help allay suspicions.

 **Bright Idea:**  
Need help with your script? Call me.