



BRIGHT IDEAS

To DOUBLE YOUR SALES
FROM

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Sales and Marketing

A few give aways don't do your future any harm

I just decided to give my hair dresser, Marguerite at Cha Cha Loco a raise of \$1350 a year.



Knowing she was on a short wicket with my receding hair line she could see she needed a new revenue source if she was going to get money out of me long term.

So she introduced me to the neck and shoulder massage.

Yes, the dreaded neck and shoulder massage starring the long fingered Larissa!

I go in for my appointment with my head feeling like a mallee root cocky wired to a lump of mulga and come out an hour later like a clown face on a rubber stick. The joy lasts a week and then I go back.

I reckon it's good value at \$25 a pop, and I get to keep my shirt on! I'm sending the lovely Christine now too.

It wasn't a hard sell. The first one was free! I was hooked at the first touch.

Was it worth giving one away?

\$1350 extra in annual revenue says, Yes!



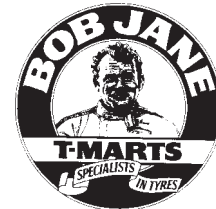
I'm sitting on the plane with Brad Cooper (Chief Executive of FAI Home Security) and he tells me that when you get an FAI home security unit the installer follows a 40 point WE CARE checklist. Points 1 to 28 cover the installation as you'd expect it to be done. Points 29 to 40 create what Brad calls 'the magic moments'.

- 29. Pack up, collect rubbish
 - 30. 8 minute special task
 - 31. Replace bulbs if required
 - 32. Power socket protectors if required
 - 33 Set time on electronics
 - 34 Check roof for problems
 - 35 Sweep cobwebs
 - 36 Straighten doormat when leaving
 - 37 Straighten and hang pictures
 - 38 Mend or oil hinges
 - 39 Remove weeds on pavement
 - 40 Leave cheerfully
- No wonder he doesn't need to advertise!



Bill Vis, founder of VIP Home Services built his empire on "Your first lawn cut free".


I remember when 16 trailers pulled up outside my house opposite his. Now there are nearly 1000 franchisees in two countries.



Bob Jane offers \$195 worth of service and discount vouchers free, when you get two new tyres and a wheel alignment.

The little yellow tyre and safety plan booklet is the backbone of bonding you to your local Bob Jane T-Mart store.

Why? It keeps you coming back to get the great service and top deals.



Bright Idea
Become a legend in someone else's lunch time and see how much you can do to keep and grow your customers' business.



Managing and leading starts at home

Single parent homes can work—mine did!

I've just been reading July 9's Bulletin column, "100 lashes" about absent fathers spawning ever more delinquent juvenile boys. The writer is Barry Maley.

The article points out that criminologists and sociologists have been trying to link deteriorating social conditions to poverty and unemployment.

It's led nowhere.

Maley says it all comes down to absent fathers, "*the natural father is absent in one in five pre-adolescent and adolescent boys and plays little or no part in their supervision or socialisation.*" He cites as the causes, the burgeoning divorce rate, the sixfold increase in exnuptial child bearing and the high rates of separation in defacto relationships.

His conclusion is chilling: No fathers; No future. He says fathers discipline the boy, and give the boy affection and direction. Dads, (writer included) take note!



However. When my dear old dad got sick and went to hospital I was seven. He died when I was ten.

My mother single handedly, falteringly, but lovingly brought me up and inflicted me on the world, almost sane and very safe. We had no car, no phone, no money, a cold house and no dad to love and guide us.

But she had faith, hope, love and above all she had principles and she lived by them and she saw that I did. There were no other options.

Barry Maley's article is a powerful and much needed poke in the eye to fathers.

Now here's one for mothers: Sure fathers can be a complete waste of space, but mothering is more than birthing, burping, bossing, cooking, washing, ironing, shopping, delivering to sports and parties. It's faith, hope, love and principles - both preached and practised.

It can be done. Be encouraged. My mum did it.

Poke'em in the eye with your sales copy

Your letters should leap off the page and grab your reader's attention. You don't have to be clever or mysterious to do that. All you need to do is talk about your reader in the first few words and you've done half your job. Compete with yourself to see how many times you can replace sentences featuring your personal pro-noun (I, me, we, us, our, ours) with the sentences full of you, your and yours. Take this example:

"This Spring, we at Swish Fits are proud to announce to our customers our new season's fashions for which we won first place at the International Design Awards."

Let's switch the emphasis to the reader's perspective:

"This Spring everyone will be asking you where you bought your beautiful new outfits. You don't need to keep it a secret. You can tell everyone that your clothes won first place at the International Design Awards and came from Swish Fits."



Bright Idea: Talk about me; the nicest person on the world, the centre of the universe, the only person I think about from dawn till dusk - your customer!

Care for your business as you care for your callers

I haven't had a great experience calling any software company's support line. You'd think that being in the forefront of hap'nin' technology they would go to great pains to make the back up wonderful.

I called about an old fashioned product last week; paint not computer software.

The instructions on the Solver can told me not to paint in temperatures less that 12 degrees Celsius. I needed to know why, because I wanted to take some doors outside to undercoat, where it was only 10°. Alan came on the line. He sounded confident and cheerful.

I told him my name and he used it.

He used simple language. "*The paint won't get a tough skin on it in cold air. It will be soft underneath.*"

Then he volunteered some more help. "*What grade sand paper are you using?*" I said, "400". He said, "*Nah. Use 320 or 240 and really get stuck into the undercoat. It's designed to take it. Use it on the first of your overcoats too.*"

I loved it!

He went the extra mile. He wanted to leave a great impression—and he did. The paint job is great. Software companies (and others) take note.



Bright Idea:

Only put great sounding people on the Customer

Service Hot Line: people who love people, who love your product, and who love being on the phone.