



BRIGHT IDEAS

To DOUBLE YOUR SALES
FROM

Colin Pearce



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Phone: (08) 8374 0711

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Sales and Marketing

People are funny. My oath they are.



I swear by Apollo, the physician, and Asclepius and Health and All-Heal and all the gods and goddesses that, according to my ability and judgement, I will keep this

oath and stipulation:

So begins one of the most famous and binding of professional utterances - if not the oldest - known to civilisation: The Hippocratic Oath, first penned around 400BC.

It gave the medical profession a sense of duty to humanity which it has never lost. Many medical students take the oath to this day.



Hippocrates was a modern man. He believed in surgery as a last resort and resisted the use of strong drugs. He treated his patients with proper diet, fresh air, change in climate and attention to habits and living conditions.

Of all his advancements, two inspirations have endured the test of the centuries: the oath of course and his understanding of human temperaments.

Fascinated by the fact that people around him fell into clear behaviour groups he attempted to understand why.

He found his solution in body fluids.

The people whose constitutions he believed were dominated by yellow bile, he called choleric people. (ko-LE -ric). They seemed to be chiefs and hunters.



Outta my way!



What else can I get you?

Those characterised by hesitant, quiet or mumbly voices, Hippocrates called phlegmatic people. (fleg-MAT-ic) They seem to get joy from serving. They made good counsellors and companions.

Melancholy people had more black bile (whatever that is) than others he thought, which accounted for their somewhat serious and analytical outlook on life. They made good trackers and strategists.



I wonder if it had a mother.



Turn up the music!

And the active laugh-a-minute chatterboxes he characterised as the blood people or as having a sanguine temperament. (SANG-gwin) These folk were good for embellishing and acting out the story of the hunt after it was over.

We have come to understand much more about people than Hypocrates could determine, but I like how he summed it up. As I learn about people I find this model very helpful. I'll be writing more about it over the next few

months, but I want to sign off by saying, whatever your natural temperament style, you're OK.

Whether you exhibit all the tendencies of one, or like most people you are a fascinating blend of two, three or all four, you have an important part to play in life's splash pool.

Two things are paramount:

We all have strengths and weaknesses which clash or blend with the strengths and weaknesses of others.

How we manage our strengths and weaknesses will determine the discomfort or pleasure of our relationships.

I'll help you as best I can.



Bright Idea:

Nut out who in your office, family and

client group fits each

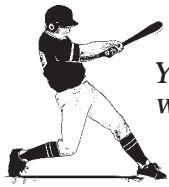
category and be ready to work out how to live with them and in the case of clients, how to sell to them.

Watch this space for more clarification.



What are you selling?

I started my life as a sales person working for a television station. I went out and talked people into booking some air time.



I knew nothing about sales. My one and only training session from the big boss was, *Selling is like baseball, son. You can't hit 'em if you don't swing at 'em so there's the door, walk through and get out there swinging.*

That's what I did. I foot slogged the business district door to door, learning the craft of sales the hard way.

I'd no sooner have my foot through the door of a retail store than I'd hear a voice bark from behind the counter, "What are you selling?" or "Rep. day is Thursday thanks!"

In those early days when they asked me what I was selling I always answered, "TV advertising". I didn't know any better.

They weren't the easiest people in the world to talk to and it wasn't easy to explain in the half minute they normally gave me, but it didn't take me long to work out that I wasn't selling TV advertising at all.

I was there to keep their business in the main street. I was selling them more customers. I was selling them the prestige of appearing on TV and the credibility it gave them. I was selling them more money in the till. I was the hero on the white horse. Without me they would keep doing what they'd always been doing and would keep getting what they'd always got.

So what are you selling?

Tyres? No. You're making a grudging time-wasting experience into a reassuring pleasure.

Domestic Cleaning? No. You're saving your customers time and tedium.

Photocopiers? No. You're backing them up so in the case of a break down they won't miss any deadlines.

Men's clothes? No. You're helping people not be embarrassed by their 'look' when they go out.



Bright Idea:

Work out the ultimate benefit of what you are selling and put it in simple words even a customer could understand.

Lead with a Benefit

How many advertising messages does your prospect get apart from yours?

I drove down Paramatta Road this week and lost count after 84,347 signs, placards, shop names, hoardings, headlines, special cards, sandwich boards, building names, sales posters, price tags, brand banners, and a whole mess of other visual chunder.

All the time the cabbie was tuning me into the radio with jingles, mad sounds, super hype, and voice-overs all begging for my attention.

I opened my bag to read some mail and there was a letter stating, *May I have the pleasure of introducing myself. I just moved into the area and I have started a business renovating furniture. I am a qualified joiner with a certif...*

Puh -lease!!!! It's hard enough to be in business without making it impossible for yourself.



Bright Idea:

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.

Answer the phone as if your life depended on it.

In 1976 I had to learn to sell advertising fast or lose my TV show. I bought a book called *How I Raised Myself From Failure to Success in Selling* by Frank Bettger, a former pitcher for St. Louis Cardinals.



In the first chapter Bettger relates how in 1949, he was sold by his baseball club to an inferior league because he was lazy.

At his new club he decided to create a new reputation. From the first game he ran faster, threw harder, called out more and bounced around the diamond like a sprinter. They gave him a nick name: Pep Bettger. They raised his salary from \$25 a month to \$185 a month.

The answer, he said, was enthusiasm.

Enthusiasm makes a difference to everything you do.

If you had just won \$30,000 on a TV game show your telephone tone would be so electrifying everyone would want to talk to you so some of the shine would rub off on them. You have virtually won that money by having a job.

You: *Good Morning. Bloggs Brothers. Guess what I just won. Can I tell you?*

Caller: *Yeah. You sound so excited. What was it?*

You: *\$30,000*

Caller: *Whaaaat!!!! How come?*

You: *I came to work this morning and they said I could stay here. I'm so lucky.*

If you can't sound like that, go home and be happy.

Bright Idea:



Pop a tape recorder on your desk and record yourself speaking on the phone. Play it back in the car on the way home and try not to drive under a truck in despair.