



BRIGHT IDEAS

To DOUBLE YOUR SALES
FROM

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Sales and Marketing

If you are ever caught in a burning building, do your best to stand next to a choleric person. The choleric person will make all your crisis decisions for you.



The good news is that although choleric people make quick decisions they are right more often than they are wrong (even if only in a ratio of 51:49).

Even when they are wrong they make it look like they are right, so if you burn to a crisp hiding in the bathroom with the bar fridge on your head, the choleric person will have persuaded you that it was the best option—and you will have died more confidently.

If you're lucky enough to have found a choleric person with a brain—most have a good one—and you make it outside, you'll probably want to thank the choleric person and shower him or her with adulation.

Don't be surprised if the choleric person says something like, *"Don't carry on, mate! It's only your life. It's not like I did anything important."*

An "important" job would have been to save the building or beat the fire bug into a pulp.

Choleric people are characterised by these awesome personality strengths:

They are

- Adventurous
- Persuasive
- Strong willed

- Competitive
- Resourceful
- Self-reliant
- Positive
- Sure
- Outspoken
- Forceful
- Daring
- Confident
- Independent
- Decisive
- Mover
- Tenacious
- Leader
- Chief
- Productive
- Bold

You'll note that these strengths make them stick out in a crowd.

This is the personality style of Jeff Kennett, Carmen Lawrence, Ron Barassi, John Elliott, Margaret Thatcher, Sir Robert Menzies, Sir Winston Churchill, General George Patton and General Douglas Macarthur.

It's no accident that this list includes cabinet ministers, head coaches, premiers and prime ministers.

Choleric people only feel comfortable at the top where they have ultimate control.

Along with that wonderful list they also exhibit these glaring weaknesses which is why they find it so hard to hide their mistakes.



Follow or fry!

Proceed with caution

- Bossy
- Resistant
- Frank
- Impatient
- Unaffectionate
- Head strong
- Proud
- Argumentative
- Workaholic
- Domineering
- Intolerant
- Manipulative
- Stubborn
- Rash
- Crafty
- Nervy
- Tactless
- Unsympathetic
- Short-tempered
- Lord over others

Unlike the rest of the population, most choleric people regard the list of weaknesses as just another list of strengths.



Bright Idea:

So, if you want to sell something to one of these people, get to the bottom line quickly, give minimal details, don't be lightweight and don't argue. Sit where you're told. Speak when spoken to. Make written presentations short, sharp and punchy. Don't expect to become their pal. Keep doing the right thing (ie worship the ground they walk on) and they'll keep buying from you.

If the shoe fits...sell it to her!

I just met Peter Sheppard - the women's shoe guru.

He shared some interesting calculations.

He has 88,000 customers who buy on average, 2.5 pair of shoes a year at an average price of \$150 a pair. That's \$33,000,000 in turn over.



Although this may not seem like a startling discovery, I know many owners who cannot tell me such facts for their own businesses. Without this basic information you cannot make adequate predictions for future purchases, you have no idea where your market is heading and you can't plan business growth.

Most of Sheppard's customers are aged between 48 and 78 so he figures he can continue to serve most of them for about 30 years. That gives him 6,000,000 pair at today's prices of \$150 a pair making a total of \$990,000,000 in sales.



However, with inflation, the AD2026 price will be \$350.48 a pair so by averaging the price over the next 30 years at \$221.50, he will have revenue of \$1,659,000,000.

If every 48 year old buys her 2.5 pair, she will spend \$18,862 over the 30 years as her part of the \$1.659 Billion.



So Peter Sheppard asks:

Should we honour and obey her?

Should we cherish her?

Should we cleave only unto her until death parts us?

Should we find more just like her?

Should we ask her to find 5 more like herself to do as she does and add another \$18,862 X 5 (= \$94,310) to our total turnover?

YES! YES! YES! YES! YES! YES!

Bright Idea:



Do your sums. Find out what each customer encounter is worth over a life-time and treat those customers with the financial respect they deserve.

Carve your copy on my chest

A devoted fan rang and said how much he admired my articles on benefit-rich-customer-focused copy but couldn't see how to use the ideas in a letter inviting people to a fund raising dinner.



He told me I alone could give - (note the word 'give') him the answer. I asked for a fax copy and when I read it I realised that as long as there were poor sad cases like this in the world it was worthwhile my getting out of bed each day after all. (He is reading this now and fuming so this is my revenge for the freebie.)

His copy began:

Dear Dr Brown

The Board and management of Empty Bank College cordially invites you to a fund raising dinner. At the dinner we will

explain our vision and tell you why we need help at this time. As our principal says:

E. B. C. exists to instill functional management values and stirring leadership qualities in our students blah blah blah...

After Mr Nasty had finished with the copy, it read.

Dear Dr Brown

You're the kind of leader who knows how to make a difference in the world. You get things done and you make positive things happen.

Don't you sometimes wish there were more people like you to share the load?

At Empty Bank College we are training students to take their place in the front line with you. Read what Paul Powersuit said about one of our graduates:

"Rob hit the office first day running and in control..."

When you join us as our guest for dinner on the 32nd of September we will introduce you to Rob and seven other graduates who will inspire you with their passion for achievement...

Bright Idea:



Imagine you are carving your letter into your readers' chests with a Bowie knife. It will not only make you think about the value of each word but it will get you closer to their hearts.

If possessing great telephone manners were an offence and if showing sound selling skills over the phone were a crime, most people in business would not present enough evidence to convict them.

