



BRIGHT IDEAS

To DOUBLE YOUR SALES
FROM

Colin Pearce



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Phone: (08) 8374 0711

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Sales and Marketing

Handle with care

Last month I advised you to stand next to a choleric person if you were in an hotel fire. Even though your head would be used for a battering ram to smash the window to throw you out, you would be alive.

After those heroics have been performed on you, you would need to find a phlegmatic person to put you back together again.

Phlegmatic people make great counsellors, companions and friends and if you are going to die from toxic fume inhalation then it would best be done in the company of someone who will put the best light on it for you.



"Just think! While you were breathing in those nasty fumes, someone else wasn't. You've probably saved their life."

Your phlegmatic companion will hold your hand, bring you a cup of tea and a pillow and tell you everything will be alright in the morning. Although their opinions are not forced on you, they are notoriously wise after the event.

"I didn't like the look of that hotel anyway. I would have told you not to stay there if you'd asked me."

Just because phlegmatic people look like they are on a methadone program, it doesn't mean to say they are silly.

They make fantastic vice-presidents (Jerry Ford), wonderful deputy prime ministers (Brian Howe), and superb assistant coaches, great person-

nel managers, and good deputy chairmen.

You can see from the list of characteristics that they are full-time nice people. Unlike choleric people who stand out in any crowd, phlegmatic people blend in. Even their weaknesses are nice— that is until you threaten their family, their friends or their team. There is nothing on the planet more furious than a phlegmatic person who has been pushed too far.

Strengths:-

- Adaptable
- Peaceful
- Submissive
- Controlled
- Reserved
- Satisfied
- Patient
- Shy
- Obliging
- Friendly
- Diplomatic
- Consistent
- Inoffensive
- Dry humour
- Mediator
- Tolerant
- Listener
- Contented
- Permissive
- Balanced



Weaknesses:-

- Blank
- Unenthusiastic
- Reluctant

- Fearful
- Indecisive
- Uninvolved
- Hesitant
- Plain
- Aimless
- Nonchalant
- Worrier
- Timid
- Doubtful
- Indifferent
- Mumbles
- Slow
- Lazy
- Sluggish
- Reluctant
- Compromising



Bright Idea

So if you have to sell to phlegmatic people, take your time. Slow your speech and allow them time to filter your ideas. They'll be thinking about how your ideas affect the "others" in their lives. Don't rush them. Don't pressure them for a decision. Expect them to dither and seek advice from others.



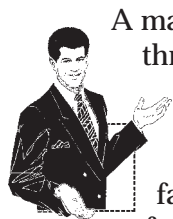
How you sound makes a massive difference

I complimented an advertising agency manager on his choice of receptionist.

"She's beautiful" I said. "Really very attractive. She matches the glamorous image you're trying to project."

"Yes", he agreed. "All the young blokes can't keep their eyes off her." Then he added ruefully, "But you should hear her eat".

How much more true is that for the phone. Most of us develop an impression of people by the sound of their voice.



A man sounds six foot three with thick black hair and gentle eyes and we meet him face to face for the first

time and he's a bald little tub of lard with bad breath.



A woman sounds like a bored and angry tyrant on the phone with a wart on her nose and a

black cat at her side and when we meet her she looks like she could win the Miss Universe Quest.



Two things are worth emphasising:

1. In this 'looks' obsessed age, we might pay less attention to someone's skin, and more attention to someone's soul: Including our own.
2. The way we sound on the phone creates an indelible impression.

When we conduct mystery shopping programs we look for standards in the number of rings, opening remarks, ability to close

and so on. This only accounts for 50% of the points scored.

The other 50% of the points come from our caller's assessment of your voice:

Enthusiasm
Pace
Tone
Clarity

I firmly believe that what you might lack in some areas of product knowledge, sales skills or industry savvy, can be compensated by sounding warm and wonderful on the phone.

Bright Idea:



Pop a tape recorder on your desk and record yourself on every phone call — just your end of it. Play it on the way home and make a resolution to improve.

Doctor will see you now...

And then of course, out there on her own, beyond all advice and commonsense sits the receptionist at the doctor's rooms. Doctors, as a rule, regard their title as something similar to a listing in *Debrett's Peerage & Baronetage*. While the plumber says, "Call me Bill", the doctor gasps for oxygen if you call him "Merv". Refer to one of his colleagues as 'Ted' and you'll hastily be corrected.

"You mean Dr Johnson. Carry on."

This has a spill-over affect on the receptionist (I've never seen a male one but I'm sure they're the same). Known to her friends as

"Joan" who makes a great pumpkin scone, she adopts untold pompous airs when she sits behind the doctor's reception counter.



She is always too busy with "important work" to look up and notice you and far too regal to smile at you as if you are one of the people who will pay her wages this week.

When the stone face cracks and utterances issue forth from the oracle she speaks in a secret cultic language.

Yes...?

And your name...?

Doctor is detained. Take a seat.

Doctor would appreciate it if you would come on time. Take a seat.

Doctor is in a procedure. Take a seat.

Doctor will see you now.

Doctor would appreciate you paying your account today.

You'd think that "Doctor" would exercise a portion of his immense brain and create an atmosphere which oozed healing, care, pleasure and joy.

Bright Idea:



Set an example for your doctor by getting your receptionist to behave less like the keyholder for the latrine at Stalag 7 and more like the welcome prince or princess on the Love Boat.