



BRIGHT IDEAS

To DOUBLE YOUR SALES
FROM

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Sales and Marketing

Some people buy on feelings

Having had your life saved by an action packed choleric person, having been pampered by a kindly phlegmatic person and having had the situation analysed by a clever melancholy, it's time for some fun.

Look around for a sanguine person. This person shouldn't be hard to spot because you'll hear her garrulous laughter, you'll hear his rambunctious chatter, you'll see a group of them pointing out all the funny bits on the firemen's costumes.



There might be a sanguine person volunteering to hold a police traffic sign, or use the fire hose, or try out the siren.

It's highly likely that a fireman has been persuaded to part with his hat or his luminous jacket. When he goes to claim it, the sanguine person who talked him out of it in the first place will have lost it.

When your sanguine counsellors come to you they will regale you with tales of the fires they've been in and all the dramatic events they witnessed which make your current dramas look pale in the light of them.

You'll either be in fits of laughter, forgetting all about your troubles or you'll be making plans to wedge a fireman's axe between their eyes.

Sanguines are notorious for exaggeration and embellishment. They can make an account of a simple walk down a fire escape sound like the descent into Hades across the River Styx pursued by the three headed watch dog Cerberus.

Naturally charismatic in their leadership style, they win the confidence of many followers. Ronald Reagan was one such world leader and John F Kennedy created the "Camelot" administration around his part sanguine manner. Most leaders who become popular have some sanguine in their temperament.

Strengths

- Animated
- Playful
- Sociable
- Convincing
- Refreshing
- Spirited
- Promoter
- Spontaneous
- Optimistic
- Funny
- Delightful
- Cheerful
- Inspiring
- Demonstrative
- Mixes easily
- Talker
- Lively
- Cute
- Popular
- Bouncy



Weaknesses

- Brassy

- Undisciplined
- Repetitious
- Forgetful
- Interrupts
- Unpredictable
- Haphazard
- Permissive
- Angered easily
- Naive
- Wants credit
- Talkative
- Disorganised
- Inconsistent
- Messy
- Show-off
- Loud
- Scatterbrained
- Restless
- Changeable

Bright Idea:



When selling to a sanguine cancel your appointments for the rest of the afternoon. Prepare to be interrupted and treated to endless stories and cheerful gossip. They consider the relationship with you to be very important and often buy on feelings.



Sell your own brands

How's this for dumb?

I'd been given some specialty vitamins by a friend who thought I needed them and when I'd finished the bottle I asked my wife to pick up some more when she was next at the shops. Being specialty vitamins they came from a specialty shop.

Christine called into the store and asked one of the employees for a replacement bottle of their own brand.

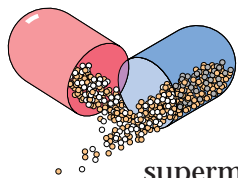
The employee said, *"They're not very good. You should get these,"* and convinced her to buy another brand altogether which happened to be cheaper.

Are we happy customers? I suppose. To me vitamins are vitamins, and I don't really give a toss about one milligram more or less of this or that. I'm more worried about the store owners.

You see the brand the woman sold us can be purchased anywhere. Next time we're at the big supermarket or the pharmacy we will see the brand she sold us and pop a bottle in the trolley with all our other shopping items.

Besides that, their 'own brand' must have higher margins so there's more profit to be made, but of course our altruistic employee thinks profit is evil— until we suggest the loss in profit be deducted from her pay packet. Then she becomes very capitalistic indeed!

So instead of selling me an item with the specialty shop's brand emblazoned on it, screaming at me to go back there every time I open the bottle, she sold me an advertisement for someone else's business. Her boss and the other participants in the chain had spent a fortune in advertising (admittedly through the friend who had given me the original bottle) to get us to shop there in the first place but in one stupid move had suggested we need never return.



When the bottle is empty it goes in the 'get some more' box in the kitchen. The only place we should be able to get some more is back at the specialty store.

But we can now get a 'better' brand at the supermarket. We will never need to go back to the specialty store so will not become a life-time customer for those vitamins but worse than that we will never again present them with an opportunity to sell us their muesli ingredients, their magic milk substitutes, their enchanted footwear, their foot powders, low allergen shampoos and conditioners, herbal teas, soothing balms, healing emollients, and calming oils. And we won't be bringing our friends back.

Who's at fault?

The employee hasn't shown the slightest courtesy for the employer's business and doesn't realise that their own job security is directly related to repeat sales.

The employers haven't paid attention to the day to day business skills of the staff. They've just employed shop assistants to be in the shop.



Bright Idea:

Show every employee the cash drawer and explain that their wages can only come out of it if they put customers' money in it - visit after visit after visit.

And if that's not dumb enough...

A manager tells me that a customer rang to do in two of his twit store managers. The client had just purchased a huge supply of some special manchester items which were labelled in his store brand name. The products were identical to the manufacturer's premium brand, simply re-labelled.

The customer had bought some of these items and for whatever reason was not happy with her purchase — the hems were crooked or something minor.

She took the items back to another store in the chain and pointed out the bad workmanship.

The manager told her she needed to get them replaced at the store where they'd been purchased, but pointed out that there had been a lot of problems with the items. *"They're not that good actually. We had them made ourselves."*

The customer trotted off to the original store and highlighted the mistakes once more. This store manager also offered some life saving assistance. *"Yes, none of us are happy with them. Would you do us all a favour and complain to head office?"*

The customer did complain - about the disloyal twits the manager employs. *"How can they rubbish their own product?"* asked the customer. *"It's like throwing your children on the street. It was only a little thing but they panicked and turned it into a major dispute with their management."*



Bright Idea:

Teach the staff to value the business they work in and protect it like they protect their own family. Take products back and offer a reward for the complaint but don't join in the complaint. It doesn't make them look like heroes. It makes them look stupid.