



BRIGHT IDEAS

SPECIAL EDITION

TO DOUBLE YOUR SALES

FROM

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Bright Ideas to Botch Your Chances at Making More Money from Every Sale...Guaranteed!

#1 Start with a lousy attitude

Be ignorant: Confused and threatened by the difference between add-on selling, up-selling, companion selling and cross-selling? Can't find the answer without looking like a doofus? Stay that way. It's less threatening than getting the facts.

Be shy: Don't like to be pushy? Just like to let people ask for things if they want them? Feel like telling the kid at McDonald's, "If I wanted fries I'd have asked for them"? You're on the right track.

Get real snaky about it: Then get bitter. Then make sure you start telling everyone around you that the boss is a greedy rip-off artist.

Protect yourself: Reassure yourself that there's no way you're going to make a fool of yourself by asking people to buy something else only to have them say, No.

Try it once and give up: That's it!

Be a real scientist about it and try the experiment once and when a customer bites your head off bounce around the staff meeting saying, "I told you it was a stupid idea!"

#2 Say it's too hard

You're right. It is.

You'd need at least a master's degree in economics or a PhD in linguistics before you could even try. You'd need to go on a seven year training course first.

I agree with you; it's almost impossible to say,

"Would you like the belt with those?" or

"Why don't you treat yourself to a room with a Harbour view?"

or

"How about a set of pressure indicator valves with your new tyres?"

Just because a grotty little teenager who can't keep her room tidy at home or do his homework on time can be trained to add a dollar to one in about every five sales of Big Macs by asking, "And coffee?" doesn't mean it's easy.

And just because an army of these teenagers all over the world are responsible for feeding 35,000,000 people a day and (we guess) getting an add-on sale from at least 7,000,000 of them doesn't mean that their company has anything to teach the rest of us.

#3 Don't plan any tactics

Swallow the codswallop idea that tactics for military defence and sport are 'proper' but tactics to get money out of people's purses are inherently evil.

Putting a manager's 'special' on the counter and getting all the staff to say, "Our manager has discounted the silk ties for today. Would you like one?" should be seen as a wicked thing to do.

Giving each staff member a product to offer to every customer should be seen as invasive and intrusive.

Putting two pair of socks on every pair of trousers as they are being wrapped up and saying, "You can have two pair of socks for the price of one when you buy trousers" should be seen as a silly idea. After all what if the person already has a pair of socks?

#4 Get it into your head that customers don't like to be asked to buy.

Project your own coyness onto everyone on your phone or in your store or on your round.

You know you hate to be asked to buy, so make a ludicrous leap of logic and conclude that every person on the planet feels the same as you.



Forget about individual differences, DNA diversity and genetic variance and on this topic alone conclude that your feelings are the only feelings.

Don't for one moment think that customers might like to be saved the hassle of shopping around or relieved of the frustration of getting home and finding they didn't get all they needed.

Don't look upon sales as a service where you yourself can add life, joy and pleasure to the lives of your customers by providing advice, suggestions and guidance about other enhancements to their sad-sack little lives with the add-ons you can offer.

#5 Always sell single units. Never bunch 'em like bananas.

One woman told me if she sold everything in bunches she wouldn't have any stock left! I told her she should have been in nuclear physics instead of a manchester shop. What a mind!



They're cheaper by the bunch!

You must also remember to let customers work out the add-ons for themselves.

- When customers come into your store they already know it is cheaper to buy your product in bulk.
- They already know which garment matches what accessory.
- They are sure about the tools and fittings they need to complete that pressing repair job.
- They can see at a glance that the product they're buying isn't

self contained and needs a few extra fandangles to make it work.

Yeah because customers aren't silly are they? (NOT!!!)

#6 Do nothing to keep the customers you've already got.

Ignore the fact that the customers you have are cheaper to keep than the ones you haven't got yet. Keep complaining that there aren't enough customers in the mall or that the shopping centre management isn't doing enough to attract shoppers or that 'town is dead' or there's no-one at home.

See every customer encounter as a 'oncer' and don't think of ways to entice them back like using bag stuffers saying 'half price next time', or 'bring a friend to dine for free', or 'invitation to a midnight sale'.

Being wonderful to them on the day isn't that good an idea either. Smiling and using an up-beat style and saying *HAVE A NICE DAY* and other happy rubbish is just SO hypo and too American. Yeah, American. That's it. Give us the ultimate insult and call any positive idea "American" and curl your lips as you sneer it out.

Stand around like a stuffed toad and look bored and miserable instead so they don't feel like coming back. Apparently, that's more Australian.

#7 Don't keep a record of who they are and what they like.

Be too embarrassed to ask for their name and address and believe they'd be too reluctant to give it anyway and you're about done. Leave all business growth to chance and blame the government when you get business shrinkage.

Don't experiment with systems to collect their data - like saying, "*Thanks for coming in today. Would you like to be invited to one of our free food and fashion nights?*" You could even try saying, "*The boss is trying*

to get all our customers' details and there's a prize for getting the most and I want to win it. Will you help me out?" Someone might get offended so in order to protect yourself from that terrible catastrophe it would best to stay hunkered down in your bunker.

And make sure you if you collect their data, that you don't use it or refer to it again. Just collect it. Don't mail thank you cards and follow up letters or 'first offers' on seasonal items. And don't mail regularly, like four times a year. Do it once, get no response and give up.

#8 Don't pay attention when customers give you a buying sign.

When they are buying shoes and say, "*I always break the laces,*" respond with "*Don't pull them so hard then*" rather than, "*Better get a couple of packs of spares then.*"

When they say, "*How much would a bigger model be?*" suck air through your teeth in a frightened way and say, "*Pretty expensive I'm afraid,*" rather than, "*Now you're talking. More at the start but less over a life time (which is longer) and carries a double warranty.*"

#9 Don't buy my book.

It will only upset you.

It will give you too many ideas about lovingly serving people.

You'll find yourself oozing with enthusiasm to help your customers own more of your product and bring lots of their friends back to have you do the same for them.

You'll start to make embarrassing profits and bonuses.

You could possibly go look for your opposition and give them this newsletter and hope such a calamity falls on them. Or you could save yourself the trip. This special edition of *Bright Ideas* — Ah yes. Is that them on the phone now? — probably got there first.