



BRIGHT IDEAS

TO DOUBLE YOUR SALES
FROM

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Sales and Marketing

Salesmanship: Perseverance against the odds

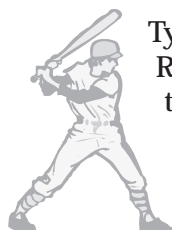
We're in a series about salesmanship which I've described in five ways:

- A Portrayal of an Idea, i.e. I can do for you what no-one else can do,
- Painting of pictures,
- Perseverance against the odds,
- Professionalism at all costs,
- Portrayal of hope

Salesmanship is always about perseverance against the odds.

Think about it. It's like cricket and baseball, basketball and golf. You miss more than you hit. In fact even the best scorers miss more than they hit.

How many fours and sixes did Bradman hit compared to singles, blocks and misses?



Ty Cobb and Babe Ruth struck out more times than they hit homers.

Greg Norman misses more putts than he sinks first stroke on the green.

Have you seen the Nike commercial where Michael Jordan expresses it like this?

In my life I've missed...

9,000 shots

Lost nearly 300 games

26 times I've been trusted to

take the game winning shot and missed.

I've failed over and over and over in my life and that's why I succeed.

More customers say, "No" than say, "Yes".

In my book, *Make More Money from Every Sale* I point out that when you ask the add-on sales question, up to eight out of ten people refuse the offer.

Telemarketers need to get used to the word, "No", because they hear it in a ratio of something like 100:1.

I'm training the dynamic duo, Samuel and Simon (my teenage twins) how to sell. They call on retailers and offer them my book for sale. Their spiel goes like this.

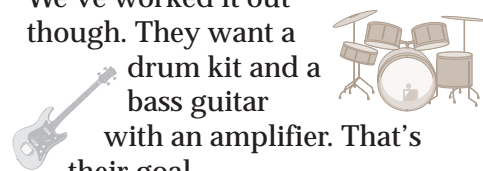
*"Hello. I'm Simon and this is my twin brother Samuel. Our Dad wrote this book, **Make More Money from Every Sale** and he asked us to pop in and offer it to you. It's only \$20 and one of his customers says he already got 41% increase in sales from it. Would you like one or maybe a couple?"*

When the guy says something really intelligent like, "Not today thanks boys", they say,

"Before you make up your mind, Dad says if you do everything in the book and still can't make \$20 in extra sales in 30 days he'll give you \$40 back - double your money."

The boys get three sales in fifty

calls. Sometimes they get multiple sales and referrals. They call on an awful lot of retailers, and get an awful lot of rejection. We've worked it out though. They want a drum kit and a bass guitar with an amplifier. That's their goal.



Their target is 400 books. They sell a book to one in eight stores. So they have to tell their story to 3,333 stores. That means they hear the word, "No" in all its forms about 2,900 times.

That's life though. You have to persevere against the odds. Each knockback is worth \$1.37 and each call is worth \$1.20.



Bright Idea:

Work out the value of an approach and a "No" for you. It helps you persevere.



Are retailers really unemployable?

One thing my boys keep asking me after a selling expedition around the retail stores is, "What is wrong with those people?"

I say, "Why do you ask?"

They respond, "They're psycho."

"Tell me about 'psycho'," I soothingly say.

We then have an entertaining discussion about retailers; both bosses and staff.

When the lads call on a store they dress neatly and take their best manners. They look kind of cute, like bald headed bookends. They speak like thirsty crows because their voices are breaking, and they're a bit drippy but no more than most teenagers. They smile and look people in the eye. They're quite nice chaps. Their spoken presentation is sharp enough.

We already know that we will be an interruption to the retailer's busy life of sweeping up dead flies, talking to each other about the football, filling in their lotto coupons, wiping grubby finger marks off the glass displays, and rearranging scattered displays and tossing their gum from tonsil to tonsil.

I tell the boys to wait until the store is empty before going in. They are to avoid busy stores and try to head for the most responsible looking person in the store without asking for the manager.

It's an education.

So far they have learned all by themselves; no help from me; based on their own observations and the way they are treated by retailers:

1. You don't need a good personality to own a shop.
2. Retailers aren't very smart.
3. Retailers choose dumb people to work in their shops.
4. Retailers don't respect kids.
5. Retailers don't respect people who can help them do better business.
6. Retailers know everything they need to know already.

Their most common question is, "How did that guy get a business?" or "How did that person get a job?"

I tell them that it's OK. As long as there are people like that in business there will always be an income for our family firm and a job for them, because we are in the business of helping people get it right.

They don't understand.

What gives the boys the impressions they get?

1. To start with, most retailers treat them like intruders. They see so many hawkers in a day they don't want to see two more – even cute ones.
2. As soon as the boys walk in they get 'the look'. No-one smiles at them. But then of course they are the enemy so why should they get smiled at. Funny thing though when I ask them if the retailers smile at anyone else they always say, "No, they are in a bad mood to everyone."
3. The retailers grump at them. "What is it boys?" "Not today thanks." I ask if the retailers are nice to the other people in the shop. "No," they say, "They say things like, 'Ya right there?' and 'Anything else'"

They've got no idea. They need the book but they won't even look at it."

4. When they tell me they were treated roughly I ask if they would have been interested in anything in the shop as customers. They say they would probably one day buy pharmaceuticals, or CDs or videos or sports gear or shoes or clothes or bread or fruit BUT they would never put one foot back in the shops where they were shooed out like houseflies. "Don't they realise we could be THEIR customers? People in shops can't be this dumb Dad."

Good point.

Whenever a hawker, a spruiker or a telemarketer calls our office we always treat them as though they are people too. We never know when they will turn into customers. Besides that, we believe that all sales people are our kin folk.

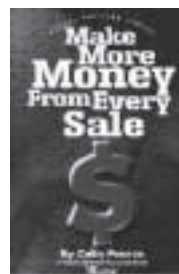
5. It fascinates the fellas that people who run rude, ramshackle businesses are the first to say, "Got a shelf full of that stuff. Been a retailer fifteen years. I could teach your Dad a thing or two."

Right!!!!



Bright Idea:

Ask a bunch of school kids to evaluate your business; mystery shop your store. It's an education.



- You CAN make more money from every sale
- You SHOULD make more money from every sale
- Why you DON'T make more money from every sale
- HOW to make more money from every sale

\$20 plus \$4 P&H. Ring and order your copy today!

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