



# BRIGHT IDEAS

TO DOUBLE YOUR SALES  
FROM

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## Sales and Marketing

## Salesmanship: Perseverance against the odds

In this series about salesmanship I've described it in five ways. It's:

- 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

Remember poor old Saint Peter?

His real name was Simon Bar Jonah (i.e. Simon, son of John) but when the Lord laid eyes on him he said, *"I shall call thee Peter."* (Peter means 'rock')

In plain Australian he would have said, *"G'Day Nugget"* or *"On ya Rocky!"*

Full name? Simon ("Nugget") Johnson: First Apostle, Keeper of the Keys, Second Bloke to Walk on Water.

Remember? He saw the Lord walking on the water one night in a storm and asked if he could have a go. The Lord said, *"Right-ee-o"* (more or less) and so out he hopped and splish splashed his way over to the Lord, but half way there he got the ducks and



drakes and dropped into the drink. *"Help Lord. I perish"*, he said, which was Aramaic language for *"It'll be two thousand years before they invent the Australian Crawl. I'm done for!"*

The Lord hefted the poor lad back into the boat where he contemplated matters of faith and life jackets.

No matter what you think of him, in the final wash-up you'd have to say he proved one thing:

If you want to walk on water, you have to get out of the boat.

Miracles don't happen to people who sit on the back verandah. You have to expose yourself to the danger of being successful.

Remember I spoke about those two trainee salespeople of mine last month? Things got a bit tough one day and they couldn't face another day of arrogant business people and they said, *"Besides. So far we've only been lucky we came across people who wanted to buy."*

If they weren't fourteen and bigger than me I would have kissed them in the street.. They had found the seventh law of selling.

Get out there where the lucky stuff happens.


I was training a guy to sell books door to door once and it was so hot our feet were sinking into the

footpath - and it was made of concrete!

Every door we knocked on had a hot and steamy person living behind it. They were all saying, "No".

I told the guy that 110 degree heat was licence to quit and go back to the office via a cold drink As we later pulled into the car park our manager asked us to help a customer load some books into her car. As we chatted, we found to our dismay and disbelief, that she lived in the house we would have called on next had we knocked one more door and not quit. She was ready to be sold but no-one had asked her so she came looking for somewhere to buy.

Office sale. No commission. No luck!



**Bright Idea:**  
Normally, success is doing the little things right for long enough.



# Are young people really unemployable?

If you employ young people you have probably noted the amazing kaleidoscope of moods they bring to work.

You can be busying yourself with a display and casually observe to one of your junior staff, "You need to keep your eye on the stock levels on the front table. They are getting a bit low. Will you stock it up please?"

You become overwhelmed by the kid's response., "All right! I just got here" they sulk at you.

You want to cross your fingers at them and say "Att-it-ude"

You wonder what on earth you did wrong. Where did all the anger and bluster come from? Is it your fault? Did you say something offensive? Did you ask something unreasonable?

Neither of these answers is true. You simply fell into the dark abyss of teenage relationships.



I ask teams of people in seminars to work in groups and create a list of things parents have to tell teenagers.

It doesn't take long to draw out a list of twenty zingers.

*Go to bed*

*Get up*

*Pick up your towel*

*Don't leave wet towels on the bed*

*Put more on before you go out.*

*Don't slouch*

*Put your dishes in the sink*

*Don't leave your shoes in the lounge*

*Turn off that TV*

*Turn that music down*

*Turn that rubbish off*

*Stop doing that*

*Ring when you're going to be late*

*Do your homework*

*Stop mumbling*

*Don't talk so loud*

*Brush your teeth*

The list gets better when we ask what teachers have to tell teenagers

*Don't swing on your chair*

*Sit up straight*

*Don't talk*

*Stop talking*

*Don't lurk in the corridors*

*Spit out that gum*

*Don't eat in class*

*Be nicer to the girls*

*Get on with your work*

*Hand in your homework*

*Why didn't you do your homework?*

*You're late again*

*Tidy your uniform*

*Tuck your shirt in*

*Pick up that paper*

*You're on detention*

*Face the front*

*Do your own work*

*Stop daydreaming*

*Pay attention*

A North American study revealed that parents use criticisms 12 times more than compliments. Worse than that is the revelation that teachers use criticism and compliments in a ratio of 18 to 1.

You can see that for a young person criticism or correction is a painful and predominant part of life.

Everywhere they turn and everything they do meets with the disapproval of an overbearing adult.

Heck! They can't even sit down properly without somebody

barking, "Do you have to spread yourself over the whole room?"

Little wonder that when they come to you and you simply tell them to straighten their work uniform that they develop what appears to you to be "an attitude".

I hope you'll see that you didn't cause it.

You must also take into account two other hobgoblins that haunt young people.

One is their feelings of self-doubt brought on by the opinions of their peers. It only takes one person at school or college to take a side-swipe at their uniform or their choice of employment to put them in a negative frame of mind when they get to work.

The other factor that determines the moods of young people is the horrible creature they see in the mirror. When the breast fairy



and the puberty pixie show up at their house they don't always bring the young

person's desired "look".

Instead of looking like a live replica of Barbie or Ken, they end up being cursed with big bulges in the wrong place or no bulges in the right place, a moon crater face and a hair style that's out of step with everyone.

No, young people are not unemployable but they need constant praise and need to be caught in the act of getting things approximately right - all day!



## **Bright Idea:**

Draw up a list of behaviours you want to encourage and start praising people for getting close.