

Presented
by
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It's NOT about ... You!

The successful completion of the task of a salesperson is to have a customer select and pay for the product or service your company offers. Success is extended when customers actively seek out you and your business for the next time they have need of a product or service. And when those customers have recommended you and your business to another person and this second person decides to do business with you, you have been successful.

While we will discuss the necessary sales skills demonstrated by a successful professional sales person, we begin by creating a scenario in which a salesperson interacts with a potential customer.

For this exercise, we need four participants from each table. The first person is playing the part of the customer and will remain seated at the table. A second person sitting at the table is our historian, assigned the duty of taking notes with regard to the conversation between the customer and the salespeople he or she will meet. Two people are assigned the duty of playing salespeople.

We begin the game by asking the other salesperson to leave the room. You will have these two sales situations: a phone sale and a walk-in sale.

At the top of the notes page, the historian is to list the type of sale. As each of the salespeople interacts with the customer, notes are to be taken about this interaction.

When the first salesperson speaks to the customer, these aspects of the conversation are to be noted:

What was the initial interchange?

What did the customer ask for?

What did the customer actually purchase?

Describe the conversation between the salesperson and customer.

Did the salesperson seem knowledgeable?

Was there anything unique about the interaction?

After the conversation is completed, set the notes aside and repeat the exercise when the second salesperson returns to the room.

We will hang the notes on the walls according to the type of sale (walk-in and telephone).

Why should a telephone, or walk-in, customer buy from you?

Let's discuss:

Sales-oriented sales

Buyer-oriented sales









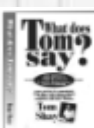





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Value vs. Price


Doing what the customer expects is selling. Doing what solves the 3:00 a.m. stress is service.

Resources Order Form

Today's prices reflect a 20-percent savings off regular prices!

	Filled with 251 strategies for increasing business with retailers. Also a great read for retailers.	\$15 <input type="text"/>		Create and see each of your next 12 financial statements (includes a disk for computer installation).	\$25 <input type="text"/>
	Advertising and promotion ideas that have been proven to work at little or no cost.	\$8 <input type="text"/>		Advertising and promotion ideas that have been proven to work at little or no cost.	\$8 <input type="text"/>
	Business-building and managing ideas to increase profits and reduce expenses.	\$8 <input type="text"/>		Business-building and managing ideas to increase profits and reduce expenses.	\$8 <input type="text"/>
	A collection of 50 of the best of Tom Shay's columns from 65+ trade journals and magazines. (PDF format on CD)	\$15 <input type="text"/>		A second collection of 50 of the best of Tom Shay's columns from 65+ trade journals and magazines. (PDF format on CD)	\$15 <input type="text"/>
	29 posters providing inspiration, education and motivation.	\$15 <input type="text"/>		This deck of cards creates an interactive event for employees to learn how to work better with customers.	\$15 <input type="text"/>
	Make your annual advertising, marketing and promotional plans – guaranteed to keep you on budget and on task!	\$30 <input type="text"/>		Screen savers for your PC containing photos of store displays and the best ideas from the Power Promoting books.	\$15 <input type="text"/>

VALUE PACKAGE

	Get the complete 12-piece set of Profits+Plus Tools which includes: EZ Cashflow™ How to become the Preferred Vendor Powers Posters Collection All 4 Idea Books What Does Tom Say? Power Promoting PC Big Deal Cards What else Tom Say? Screen Savors AMP Calculator	\$175 <input type="text"/>
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EACH ITEM SOLD WITH A GUARANTEE TO MAKE YOU MONEY!

Name:	Business Name:
Address:	City, State, Zip:
Phone #:	e-mail Address:
Credit Card #:	Expiration date:
Signature:	Today's Date:
Please send me the monthly e-retailer via e-mail FREE!	<input type="text"/>



What do you sell?

By Tom Shay

SOUND ADVICE FOR BUSINESS

Almost every type and size of business has the opportunity to receive multiple trade publications that provide tips and information. If you make a point to review several trade publications, you will find yourself exposed to many ideas to enhance the operation and profitability of your business.

In addition to reading magazines addressing your specific part of the industry, you can gain from reading magazines addressed to clothing store operators or a quick-print shop operators because many of the fundamental business concepts transcend all types of businesses. Understanding the changing market allows you to have the advantage of being able to keep up with the changing market.

If you have read Dr. Steven Covey's *The Seven Habits of Highly Effective People*, you recognize that reading trade publications is a part of the seventh habit: sharpening the saw. Looking at any industry, attending a seminar, trade show, visiting with someone in the same business field to exchange ideas, or reading a management book, report or trade publication are all excellent ways to sharpen the skills of the trade.

From the experience of this writer, the names of the publication and the advertiser have long been forgotten, but the skill demonstrated by the company that paid for the advertisement will long be remembered. In the advertisement, a gas company was addressing restaurant owners. The invitation was to come to its laboratory and test the various brands and types of available cooking equipment.

The advertisement mentioned that 45 different pieces of equipment had been assembled and that any restaurant owner was invited to bring his chef, recipes and ingredients to the laboratory. The idea was that the chef could test-cook before purchasing the new equipment for the restaurant.

Surely, the gas company is attempting to persuade a chef to cook with gas instead of electricity, but also the company understands that it is selling customer satisfaction rather than just selling gas or leaving the selling to the manufacturer of the stove. The restaurant owner who would probably have just replaced a worn piece of equipment with an updated model can now investigate the alternatives.

Too often the opposite scenario happens, as exemplified by a report in another trade magazine. A young couple wanted a safety fence built around their in-ground swimming pool. Their concern was the safety of their 3 year-old toddler. They shopped the *Yellow Pages*, interviewed several contractors, and made their selection. A contract was signed, and the fence was soon constructed.

During the final inspection of the fence, the parents discovered there was a way the toddler could still gain access to the pool. Obviously, this made the fence unsatisfactory to the couple. The solution was not forthcoming, as the contractor explained to the parents that he had built the fence as detailed in the contract. The parents responded that the fence did not achieve its purpose.



What do you sell?

(continued)

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SOUND ADVICE FOR BUSINESS

Granted, the contractor had fulfilled the *letter* of the contract, but the problem was in the *perception* of the sale: the contractor was selling a fence; the couple was buying peace of mind. Since the solution to this scenario was long and drawn out, the couple certainly did not provide any referrals to the contractor.

Dr. Richard Feinberg of Purdue University performed a survey in which he interviewed 20,000 people about their shopping experiences and preferences. Now, before you who are service technicians say, "This doesn't apply to me, because I am not a retail store," consider that everyone—no matter what profession—is selling *something*. If not selling a product, they are selling a service, to either a customer or their employer. Dr. Feinberg's survey showed that the five most important factors were:

- ♣ Have or perform what I need
- ♣ Save me time
- ♣ Sell value to me
- ♣ Produce the products or services in an attractive manner
- ♣ Have someone qualified to assist me

If you are the individual responsible for pricing your goods or services, note that price is not one of the top five concerns. For everyone, note that the desires of a happy customer are fairly basic. Only one in 30 unhappy customers will take the time to tell you about the problem; however, 95 percent will continue to do business with you if you resolve their needs immediately.

The bottom line is to demonstrate a comparison. Did you notice that the first part of this article contained two stories? Most people can identify with the ideas and needs that were expressed in both. The second half was more statistical. Both conveyed the same information, but the first half was designed to help you see a situation from a human perspective rather than just giving information. Both the stories and the statistics were designed to be persuasive about the importance of paying attention to the wants and needs of the customers (employers) that every person has.

The next time you have the occasion to make a difference in whatever work you do, you can decide, "What do I sell?"