

Sales Superstar!



A practical user's guide on how to become a Sales Superstar.

Includes sections on:

1. Easy to learn and apply personal sales skills.
2. How to run a successful sales booth at a trade show.

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Dedication

For Cookie and Sweetie

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The eBook trilogy business training series by the Author:

1. Sales Superstar
2. Exporting and Distributing
3. Better Business Skills

Preface

This book presents a practical guide on how to become a Sales Superstar.

Sales is a profession not just a job. As with most professions, only the very best people make big money in Sales.

To make it in Sales you have to have ability and dedication. You must also know the right techniques and how to apply them because if Time and Effort are worth 1 mark each, Method is worth 10.

The author owned and managed a 6 branch sales company for 12 years. He knows about the Method of Sales and how you can become a Sales Superstar.

The author has also attended many trade shows and managed numerous show display booths during his long career in Sales. In this book he passes on to you useful information and tips about how to sell via a trade show booth.

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SECTION 1: SALES METHODS

INTRODUCTION TO DYNAMIC SALES

Teaching Objectives

In this Session, you will learn and understand the following:

- The importance of being a winner in Sales.
- How to use a Sales vocabulary.
- The 4 'A's of needed to be a successful salesperson.
- The differences between the Sales Section and others in the company.
- What other Sessions to cover in order to improve your personal sales profile.

Knowledge

At the end of this Session you will be able to:

- Understand how to be a winner in Sales and what it takes to win.
- Know how to use a sales vocabulary to full effect when selling.
- List and describe the 4 'A's needed to be a successful sales person.
- Understand why Sales is different to the other non income earning divisions in any company.
- Understand what other training you need to undergo to become a Sales Superstar.

Sales Is About Winning

How many people remember the names of full backs in football teams? How many full backs in football are bought for huge transfer fees that come anywhere near those paid for top goal strikers? Not many is the answer to both of these questions and for good reason.

Everyone wants to share in the glory of success in some way, even if it is only to remember the names of those who are successful.

If you want to succeed in Sales and become a Sales Superstar, you need to passionately strive to live at the 'sharp end', to take the risks and earn the big commissions. Like the striker, you need to want to be the 'star of the show' and work hard to get there. Like Olympic champions, top salespersons are born with the talents, but as with Olympians, it still takes a lot of hard work, knowhow and determination to get to the top.

Being in the Sales profession means one has to perform and work on deals, or actually closing deals, every day, not just the odd deal now and again. In Sales you are only as good as your next deal. No one lives on their past in Sales. The past is for dusty historians to ponder over. Sales is all about NOW.

What you did yesterday was mere history. Like a goal Striker in a football team, you cannot rest for long on your reputation alone. You must continually score goals to survive in your Sales job and make a good living.



Scoring sales is about winning and about making money. It's also about being the star of the team or the company.

To 'score' in Sales, it's absolutely essential that you know how to 'Close the Deal'. You have to know your product or service, your company, your industry, your competition, and your customer. You must be able to close the deal as soon as possible, because then you need to move onto the new sales prospect. Sales is a numbers game and we should never forget this.

In Sales there are no rules to say that you can only close one deal any one day! However, this does not mean being 'heavy handed' in your approach to the task. To catch fish, you have to have the right bait, the right equipment and often, lots of patience, not to mention persistence and determination. There are no commissions

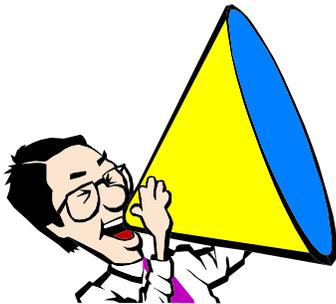
for deals almost closed. You also need a lot of skill and practise because as the cliché goes, 'practise makes perfect' and the Sales profession, because that's what it is, a profession in every sense of the word, is no exception.

SPECIAL SALES VOCABULARY

Using the Right Words and Tone

Sales is a very serious profession. It's a profession where you can make much more money than a brain surgeon, or an airline pilot. So take it and its disciplines seriously all the time. And like all serious professions, the Sales profession has its own vocabulary: its own way of doing and saying things. Don't for a moment think that special vocabularies are limited to the legal, medical or, say, the IT professions. The use of the right words at the right time is an essential skill learnt by every top salesperson.

Remember, words are the weapons of the salesperson that he or she uses in his battle to overcome the objections of the customer and to dominate and hold the initiative over the customer so the customer can be closed on the deal.



Therefore the way things are said and how they are said, are often just as important, or even more important, than what information is actually being provided when a salesperson talks.

For example, when telling someone that their mother has just died, you shouldn't just walk up to them and say in a loud tone in front of everyone:

"Hey, John, guess what? Your mother's dead!"

Rather, you should say something very softly such as:

"Hello, John. Could we go somewhere private please?...I'm very sorry to be the bearer of such terrible news...but I need to inform you that your good mother has

just peacefully passed away after her long illness'. I'm very sorry about this and you have my deepest sympathy. Is there anything I can do you at this sad time?"

Being a good salesperson means knowing what to say, how to say it, and when to say it. It's about understanding sensitivity and timing, and choosing your words very carefully to fit the need exactly. Selling is greatly enhanced by sensitivity and timing of the delivery of the information to the customer.

Choose Words That Are More Acceptable to the Customer

In the Sales profession, we seldom use the word 'contract' as this scares people. We prefer to use softer, more acceptable words like 'agreement' or 'paperwork'. We try not to use the word 'buy', but prefer 'invest'. We try not to say 'sign' but say the softer word, 'authorise'.

Customers can get very nervous when asked to 'sign a contract'.

For example, when closing a customer on a new laser printer we should not say:

"Sign this contract now and pay the money so you can buy this new laser printer."

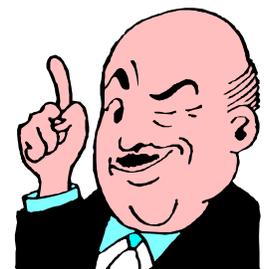
Much better to say instead:

"Please just authorise this paperwork and transfer the funds. This will make this latest design laser printer your valued investment. Congratulations!"

Never say to the customer:

"Let me tell you about this product. You must hear all there is to know about it."

Try never to use the words "tell" or "must" as these are hard, strong words and give the impression that you are bullying the customer and dictating to him or her.



Rather use softer, more polite words like “inform” and “may like to” or “it may benefit you.”

So you would rather say in this situation:

“May I inform you about this product? It may benefit you to know more about it.”

This is softer and more polite language. It also lets the customer know there is a benefit for him or her to know more about your product. However, do not resort to being so overly polite that the customer becomes uncomfortable and suspicious of your fawning attitude. Always be businesslike in your approach, but soft and conciliatory in your manner.

Never say “old stock”, or “used” or “second hand” when referring to products such as previously owned furniture or clothing.

Rather say:

“Left over stock” or “batch remnants”. And say “antique” or “classic” furniture (if it’s old), or “pre-loved” furniture (if it’s not so old), or “discount” furniture or clothing, or to appeal to the environmentalists, “recycled” clothing.

Sales, then, is about choosing the right words that won’t make your client nervous. A relaxed client is much easier to close.

Words are the weapons of the salesperson. He or she must always choose the weapons best suited to ‘winning the encounter’ with the customer.

Have a Definite Purpose When Speaking

A golden rule of Sales is don’t talk too much. You also need to spend a lot of time listening carefully to what the customer wants and needs, or what his or her objections to actually investing in a purchase from you may be.

However, sometimes you do have to talk, such as when:

- You explain the attributes and benefits of your product or service.

- Counter the customer’s objections.
- Use trial closes. (Covered later in detail.)
- Use closing questions. (Covered later in detail.)

A salesperson never just “talks” for the sake of making a noise. He or she always speaks with a definite purpose. The words of a salesperson are like the well directed and scoring punches of a winning boxer. No time or energy is wasted on any wild swinging that doesn’t have an effect and which may endanger the purpose of the deliverer.

What a salesperson says should always be like a well-rehearsed script. The talk should have:

- **A Beginning:** that gives an outline to what the salesperson is going to say and why he or she will say it.
- **A Middle:** that gives all the details about the company and the product or the service.
- **An End:** that provides a summary of the main positive points about what is said that is then always linked with closing the deal.



To just talk without purpose or structure while in your role as a salesperson is to fail in your task and be a sure way to become a loser rather than a winner.

Never forget that everything, yes, everything you do or say in Sales, must lead to “Closing the Deal”. The old saying in business that “Time is Money” is never more applicable as when it applies to sales.

Sales is a numbers game. You have to get as many leads as you can and then qualify them as potential customers as quickly as possible, but not so quickly as to miss out on closing opportunities. It’s always a fine balancing act.

Speak in Small, Calculated Bursts

When speaking to your customer, speak clearly and in a logical sequence. Try to talk in small, calculated bursts of information. Don't try to give too much information to the customer at once. Give the customer a chance to absorb and understand what you are saying. Give him or her a chance to ask clarifying questions along the way. Be patient and helpful in any explanations, but do not be side-tracked from your "Sales Pitch".

A Sales Pitch is your well prepared and well rehearsed script about what you want to tell the customer about yourself, your company and your product or service.

Usually start your bursts with an introduction to yourself, then go onto your company. Then go into bursts about your product or service using the Beginning, Middle and End structure technique. Always, but always, use a structured sales pitch that ends first in a trial close and then a close to the sale (see later on for details about these aspects).

Remember, don't try to say too much in any one burst. Answer questions along the way, but don't be distracted from conveying all your key information about the attributes and benefits of your products and or services.

THE 4 A'S: SALES APTITUDE, ATTITUDE, AND APPLICATION = ABILITY

No1: Sales Aptitude



Probably, many people, given the time and training effort, could fly a plane or fix a car engine. However, most people could never do these tasks quickly enough, or well enough, to earn a living from doing them. You have to have aptitude (or talent) for any commercial task in order to make a really profitable commercial living from it.

Exactly the same applies to salespeople. You have to be born with an aptitude or talent for the job in order to succeed in becoming a Sales Superstar. Whether or not you have aptitude to do well in the job will be clear within the first 3 months of your career in sales.

If you don't have aptitude in Sales, then get out of the profession or you may work as hard as you can, but you still won't make much money. You'll be among the 90% of sales people who only earn 10% of the money. Be the best, or get out of Sales or you will be wasting your time and effort. Don't be one who is in Sales because they can't do anything else and no one else wants to face up to the rigours of Sales.

If you think you have the aptitude to be the best, then by all means give yourself the best chance and learn all you can about selling and the Sales profession. This will help you become a winner.

No 2: Sales Attitude

On top of aptitude, you need to have the right attitude so you can deal with customers, who can be very difficult at the best of times. In Sales you sell to other people, not to machines or buildings. Therefore you must always have a happy, positive and enthusiastic attitude. No one likes to be around or buy from negative long-faced losers. This doesn't mean you need to be a clown or a buffoon note. There are 3 Bs in the word 'Business': 1. Brains, 2. Balls, 3. Bullshit. You need all three B's in equal amounts to succeed in Sales.

A university professor doesn't make a good salesperson, but a salesperson needs a sharp brain to hold the initiative over the client or it will be hard to close the deal. Tough bullies don't make a good salesperson, but to succeed in Sales you need resilience, persistence and very often a very thick skin. In Sales there are a lot of rejections and disappointments over 'the one that got away'. You need to be able to recover from sales deals that may fall through due to no fault of your own and even after some very hard work has been done on your part. You have to be able to pick yourself up and move

straight on to closing the next deal. You need 'Balls' to make it through these times. And don't think some women don't have these when they need them.

Finally you need to not be a victim of 'Bullshit' from the customer yet be able to sell him or her on your own good form of Bullshit about yourself, your company and your product. It's something akin to recognising 'black propaganda' when you hear it but being able to spread your own 'white propaganda'. Note that 2 out of the 3 Bs won't cut the mustard. You must have all 3 Bs in equal balance.

Always maintain a total belief in your product or service, your company and yourself and have a real desire to be a 'goal striker' rather than just a full back for the team. If you don't have the right attitude, your customer will notice this and be inclined not to believe in what you say – and this is a fatal problem to any salesperson.

No 3: Hands on Application

You also need to have the hands on application that will make you apply yourself to a total training regime and to working long, often hard, hours in order to succeed. You need to apply yourself to learning about your competition, about your industry in general, about your product or service, and about the current economic conditions, as these will have a major impact on your sales.

No 4: Sales Ability

If you have all of the above other 3 A's, then you can confidently say that you have the ability to make it in Sales. As with the 3 Bs, 2 out of the first 3 A's won't cut the mustard and allow you to score the 4th one. You need a perfect score in all departments of skill and endeavour if you want to make big money in Sales.

DIFFERENCES BETWEEN SALES STAFF AND ALSO RANS

Roles of the Various Departments in a Company

Nearly all businesses comprise a Sales and Marketing Division, an Operations (or

Production) Division, and an Administration and Finance Division. However, everything and everyone in the company should be designed to support the Sales Section of the Sales and Marketing Division as this is usually the single Section in the whole company that actually brings in the money which, of course, is the life blood of any business.



Support for the Sales effort includes the work of the Marketing Section of the Sales and Marketing Division.

Traditionally, Marketing and Sales are occupations that are often grouped together. However, apart from both being entirely customer focused, they have little in common in terms of their approach to their tasks, the 'tools of trade' used, and the personalities of the people who employ them.

Marketing Sections are full of technical, research and numbers-oriented people. They tell you, the salesperson with the 'rock and roll' personality, where the customer is and what he or she wants. Marketing tends to be a long term activity with few of the time pressures associated with sales, very little of the guts and glory approach and almost none of the high reward for those who can be successful in Sales. Marketing is based mainly in an air-conditioned office and marketing staff use surveys and statistics as their weapons. Data bases are one of the main tools of marketing people. Unlike salespeople, marketing people seldom need to have the ability to walk on water.

Often marketing staff share many of the same characteristics as 'bean-counter' accountants! They are definitely not 'front line troops'. Their place is way back in base eating Big Macs and drinking Cokes while in support of the Sales Section

people, the true warriors of the company who 'take it' to the customer regardless of rain, hail or shine. The marketing staff prefers sitting safely back in the air conditioned office looking out of the window to see what the weather is like. Well that's okay. It's why they make much less money than the successful salesperson who goes out and does the most important job that needs to be done – selling the company's products or services to bring in the money. Show us the money!

The Production or Operations Division needs to provide a worthy product or service for the salesperson to sell. This Division is run by 'technical' people whose job it is to respond to the needs and wants of the market as interpreted by the Marketing Section, which in turn, is fed with 'market intelligence' by the frontline salespeople. The Production or Operations Division's job is also to respond to the direct orders placed by the salespeople and to listen to the customer feedback provided by the salespeople. A good Production or Operations Division should then react accordingly to adjust their product or service to whatever the customer wants. This process is called being 'Market Driven' and reflects a healthy and responsive company. The constant feedback from the sales people is what ensures a company is fine-tuned to the market's needs and wants.

The Production or Operations Division is the 'Engine Room', not the Bridge of the ship. This Department follows, it doesn't lead.

The Administration Division keeps the corporate wheels turning. It pays the salaries, does the accounts and looks after the money and welfare of all in the company. It looks after all the important support service details. Like the Production or Operations Division, the Administration Division costs the company money to run. It may save money, but this



is not nearly the same as making the money.

Only the mighty Sales Section brings in the money! And business is about making money and little else. Come rain, hail, sun or snow, the salespeople have to go out into the 'real world' and close the customer. They are the sharp end 'Storm Troops' who must win the battle and bring home the bacon!

So the Sales Section, and those in it, definitely should have the starring role in the company – but only if they are good enough at their job!

Only the Super Stars Make Money in Sales

Among every profession there are the ones with the real talent and those who 'also ran' in the race, but came nowhere. Never forget that only 10% of the sales people learn 90% of the income. If you want to be the best and enjoy the rewards that always come with being the best, you must, in fact, be the best or you will be wasting your time and effort in Sales.

If you don't have the talent, drive and enthusiasm for sales, get out now because you'll maybe work hard, but still never succeed. Rather become an administrative clerk (full back in the football team) where you will be able to sit in an air-conditioned office and at least earn a basic salary. Sales work is for winners only and 'winners are definitely grinners' in Sales because of the income they make.

Look at the medical profession. It has lots of General Practitioners who eke out a live. It also has its wealthy and competent 'specialists'. Look at the legal profession.

It has its vast majority of hack lawyers and then it has its few 'Queen's Councillors', who can command the best hourly rates. Like most professions, only the very best in these professions



earn really big money.

And then look at the Sales profession where usually 10% of the salespeople make 90% of the money. And the money they make usually far surpasses what top doctors or lawyers ever make. Why? Because Sales is about working on deals and not on time. No one says you can only close one deal in any one a day. Sell a lot of products or services in a short time and you will make a lot of money: trust me on this.

LEARN AND UNDERSTAND THE METHODS OF THE SALES PROFESSION

Every profession has its methods, it's 'tools of trade', its ways of doing things. The Sales profession is no different. Why should a salesperson who wants to reach the top of his or her profession and earn much more than a top doctor or a top lawyer, think that his profession is any less demanding, that his training and study requirement is any less than the of the top doctor or top lawyer?

Would a plumber attend a job without his wrenches and hammers, or try to do the job without having completed an arduous 5 year apprenticeship? Would a surgeon go to the operating room without his surgical instruments that are the best he can get and which are prepared in the most careful way, and without years of experience as an intern and resident?

Then why would a salesperson meet a customer without total mental and physical preparation, without his or her 'Sales Tool Kit'? (See the later Session about Sales Tools Kits.), and without total application and knowledge of his or her profession?

Always remember that as with most things in life, when it comes to making sales, 'Preparation Prevents Pretty Poor Performance'.

Other Sales Training Sections That Follow This One

To work towards becoming a 'Sales Superstar', who earns the 'Big Money', we need to train the best we can. So let's

look at what we'll cover in the other Sessions:

- Learn and understand the essential qualities of Promotion of Self by means of mastering: Form, Substance and Style.
- Learn and understand what needs to go into a 'Sales Tool Kit'.
- Learn and understand how to 'Overcome Objections' from the customer.
- Learn and understand the steps in 'Closing the Deal'.
- Learn and understand the techniques that allow for 'Dynamic Deal Closes'.

PROMOTION OF SELF

Teaching Objective

In this Section you will learn the following:

- The importance of promoting yourself in the best light to the customer.
- You will be taught about the 3 sub areas of Promotion of Self: 'Form', 'Substance' and 'Style'.
- You will cover in detail the first of the three areas: 'Form'.

Knowledge

At the end of this Session you will be able to:

- State the importance of Promotion of Self for a salesperson.
- State the 3 sub areas of self promotion.
- Understand how to use the first of the 3 sub areas, 'Form', to promote yourself successfully to the customers.

Promotion of Self

There are 3 main areas which a salesperson needs to cover in order to become proficient in his or her sales representation duties. These are:

- Promotion of Self.
- Promotion of the Company.
- Promotion of the Products or Services.

In this Session we will concentrate only on the first aspect of Promotion of Self.

The first thing a customer sees is you. He or she does not see your company, nor has the customer had a chance to see the company's brochures, products or services. The customer just sees you and forms a vital first impression.

You are the representative of your company's product or services and therefore any of the customer's feelings about them will be coloured by an initial and on-going impressions about you.

The 3 Sub Areas of Promotion of Self

The customer will judge you personally in terms of 3 areas:

- Your '**Form**': i.e how you look, act and present yourself physically. This will be covered in this Initial Session.
- Your '**Substance**': i.e what you know about your task. This will be covered in a later Session.
- Your '**Style**': i.e how you go about carrying out your task. This will also be covered in a later Session.

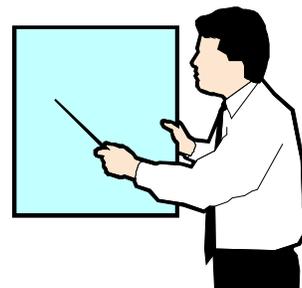
FORM

Let's now concentrate on the area of 'Form'. What exactly do we mean by 'Form'?

'Form' is how you look and present physically to the customer.

For example:

- Are you clean?
- Are you well-shaved?
- Is your hair combed into a complimentary style that enhances your look as one suitable to the Sales profession?
- Do you look cool, relaxed and in control even on a hot day?
- Do you smell of body odour?



Clothes

Let's have a look at other physical aspects to see how you will be initially judged by the customer. You probably won't be aware that he or she is judging you. And the customer may not even be aware that he or she is consciously judging you, but it is an automatic human process so it will happen.

Be sure that the customer will be sub-consciously judging you and forming a first, and perhaps, lasting, impression about you. This initial impression will be all-important for your on-going relationship. Do you look the part? Does he or she feel as though you are trustworthy?

Let's think about what sort of clothes you should wear.

Company Logo

First of all, you should always try to wear your company's logo (or uniform if you have one) to customer visits. This immediately announces that you are the proud representative of a proud company and not some 'ring in'. Also it shows you have been with the company for some time and have been accepted by the company itself. You are a part of the company and not just a contracted agent who may not have the interests or the

reputation of the company at heart. By having the logo and uniform it means that the company and you believe and trust in each other, a good first step.



Your clothes should be clean and new looking. They should be free of any food stains. Food stains are an absolute killer to any personal 'Form'.

Your clothes should be ironed. Importantly they should match correctly and not make you look like a multi-coloured clown. If you have bad taste in clothes and appearance then probably you have bad taste in products and services. This is what the customer may subconsciously or even consciously think.

Trousers/Skirt

Your trousers/skirt or shirt should be clean and not of a strange colour, such as purple. Your trousers/skirt should match in as closely as possible with your shirt/blouse and tie. Black trousers/skirt would be the most suitable as they match with any shirt and tie and always look more professional. It will also save you a lot of money by having to have numerous individual matching outfits.

Your trousers/skirt should not be stained, torn or too tight. Skirts should not be too short, but reach at least to the knee. The bottoms of trousers should break nicely on the top of the shoe, not work at 'half mast' showing the socks. Socks should be the same dark colour as the trousers and shoes. They definitely should not show as a contrasting feature as this will immediately mark you as a low class person of poor taste. Top buttons of shirts should always be properly done up when wearing a tie and the bottom of the tie should always touch the belt, not be longer or shorter than this level.

Footwear

Your shoes or sandals should be black or of a conservative colour, well polished and not of a worn out appearance. A woman's heels should not be too high or fancy

because fancy or flashy looks cheap in a business environment.

It's not up to us to try to argue with the dress rules or why people have such and such impressions. We just need to know the dress rules for the Sales profession and follow them. Would you like to see your male airline pilot or your banker with hair to his shoulders and wearing jeans and hippy beads? It's all about professional impressions folks. If you want to succeed in any profession you need to look the part that people expect to see of someone in that particular profession, or you will greatly limit your chances of success in that profession. There is no point in swimming against the current because if Time and Effort are worth one point each, Method is worth 10. In life always learn and follow the best Methods of achieving your goals.

Jewellery

Neither sex should wear overly flashy or cheap jewellery such as bracelets or gold neck chains. Wear a good watch, preferably a gold-coloured watch, and use a good pen, not a cheap plastic ball point. Men should not wear bow ties or identity bracelets. These are definite affectations and a dead giveaway about a weak character so avoid them at all costs.

When you are writing anything, or a pen is in your top pocket or taken out of our purse, the customer will notice a good quality pen and associate you with it. A pen is one of the 'tools' of your trade. Therefore try to get the best. A good pen will give a good impression of you as a person of taste and quality. A bad cheap-looking pen will give the opposite impression, an impression always to avoid if you want to succeed in Sales.

A gold-coloured, expensive looking pen is the best choice as it will catch the attention of the customer. Gold in moderation is rich and classy not garish.



Successeries

Items like an attractive and expensive-looking watch and a quality pen are called 'successeries'. If you choose them well, they will advertise in a quiet way to the customer that you are a 'successful' person. He or she will therefore be more inclined to pay attention to what you say in your presentations and professional advice. You will then be able to persuade the customer more easily to buy what you are selling.

Everyone likes to listen to a 'winner' and perhaps learn how he or she became successful so they, too, can become successful. People like successful role models.

Another 'successerie' could be your belt buckle if a male, or your handbag if a female. Choose a good belt with a good buckle, or a classy matching bag, not a huge one resembling a suitcase that is full of junk. If you have a gold-coloured watch and pen, a gold coloured belt buckle is more suitable, and better than an ordinary silver belt buckle.

A gold belt buckle is only marginally more expensive than a silver one, but it is more unusual and will help you to stand out in the customer's eyes. It should help you promote more products and services and thus let you earn more money, so a nice gold belt buckle would be a good long term investment for any male salesperson. Similarly, a classy handbag would work well for a female salesperson. Women customers would particularly notice these. They could even be a talking point to 'break the ice' with a new potential customer.

Body Language

A key aspect of 'Form' and how you will be judged by the customer, is your body language. By this we mean how you position your body. Many people are very big on reading body language, so make sure you are too and that you can use your own body language in an effective way to assist you to win over the customer.

For example:

How do you stand? Do you stand straight and tall? Do you slouch and lean against the wall or the customer's desk? If you do, he or she will definitely form a negative impression of you as someone who is slack and lazy. The customer may then think you would not be good in your follow up service, or in assisting him or her with any problems that may later arise in relation to obtaining your company's products or services.

How do you walk? Do you have a determined step, or do you aimlessly wander? Do you hold your head up straight and hold your shoulders back so you look like a man or woman with a mission, or do you crawl along like a tortoise? Do you walk into your customer's territory (office or factory) like a frightened sheep, or do you walk in with an air of complete confidence in yourself, your company and its products or services?

How do you sit? Do you sit up in an alert fashion, or do you slump down in your chair? Do you lean back in the chair as though you are asleep, or do you lean forward slightly to give the customer the impression that what you say is of vital importance and to show him or her that you are ready to hear every word he or she may say to you.

Arms and legs. How do you hold your arms and legs? Do you fold them in front of you and thus demonstrate hostility to your customer's ideas? Does he or she do this with you? If so, the customer is perhaps demonstrating to you that he or she is hostile to your ideas or presence and you need to urgently adjust your approach.



You need to be able to 'read' and understand the customer's own body signals so you can react accordingly. Perhaps if your customer folds his or her arms in front of the chest when you are talking it's a subtle indication that he or she is not receptive to your message. You may have to take a different approach, maybe take a softer line, or change the subject.

Eye contact. Where ever possible try to make good eye contact with the customer. If you avoid his or her eyes, the customer may think you are shifty and not honest or sincere. If the customer has this impression it is most unlikely you will succeed in selling anything.

Handshake. The initial handshake with the customer is very important. Ensure your hand is dry and then shake the customer's hand firmly, but not too firmly if the customer is a female. Western males in particular insist on firm handshakes, not the 'dead fish' handshakes one encounters so often in Asia. Few in the West like to shake hands with someone who has a limp handshake. If you have a limp handshake, the customer may think you are weak and insecure and may not trust you to assist him in obtaining and selling your company's product or services.

Voice. Correct use of your voice is very important with respect to increasing your chances of convincing the customer that you are a person worth listening to. Think about the movie stars. Are they all young and good looking? No. But you will find that all the successful actors have good, clear and very individually distinctive voices. The actor's voice is what always marks out a good 'performer'.

A good, clear voice, then, is the single universal characteristic of all successful movie stars. And giving a good, professional voice 'performance' is also what a salesperson should be all about.

Vary the tone of your voice according to the need at the time. Speak clearly and with enthusiastic purpose. Let your voice show that you sincerely believe in yourself, your company and its products or services. Place emphasis on your important points, such as the benefits of what you are selling. Let the customer want to 'hang' on every word you say. Do not speak in a boring monotone. Speed up and slow down to vary your emphasis and keep the interest of the listener. Always rehearse what you are going to say. Time spent in rehearsal of sales pitches is seldom wasted!

Confidence. At all times feel good about yourself. If you remember these points about your 'Form' you will improve your confidence level enormously and this confidence will rub off onto your customer.

Always bear in mind that above all, it is confidence that allows good promotional activity. If you are confident, the chances are your customer will be confident in you and what you are selling too.

REVISION

In this Session we have learned that there are 3 areas of promotional activity:

- Promotion of Self.
- Promotion of the Company.
- Promotion of your Company's Products or Services.

In relation to Promotion of Self we found that this area too can be divided into 3 sub areas:

- Form.
- Substance.
- Style.

In this Session, we concentrated on learning about 'Form'.

We learned about the importance of physical body appearance, about the correct clothes to wear and how to use 'successeries' to assist you to appear a 'winner' in the eyes of the customer.

Remember too, about the importance of your 'body language' and how to interpret the 'body language' of your customer.

Movie stars all have good speaking voices. So why don't you try to use your voice to assist you to become rich and famous too?

And finally, always remember, that it is confidence above all else that determines



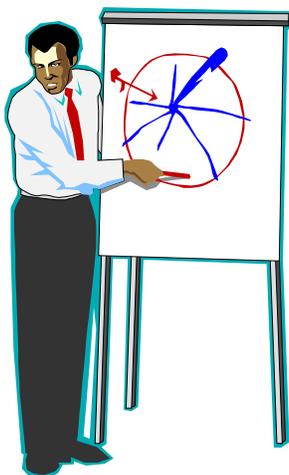
if you will succeed or fail in your professional duty.

SUBSTANCE

Teaching Objective

In this Section, you will learn the following:

- The importance of promoting yourself in the best light to the customer.
- You will be reminded about the 3 areas of self promotion: 'Form', 'Substance' and 'Style'.
- You will cover in detail the second of the three areas: 'Substance'.



Knowledge

At the end of this Section you will be able to:

- State the importance of Promotion of Self for a salesperson.
- State the 3 areas of self promotion
- Understand how to use 'Substance' to promote yourself.

Session on 'Substance'

Introduction

To recap, there are 3 main areas which a salesperson needs to cover in order to become proficient in his representational duties. These are:

- Promotion of Self.
- Promotion of the company.
- Promotion of your company's products or services.

In this Session we will concentrate only on the first aspect of Promotion of Self.

Promotion of Self

The first thing a customer sees is you. He does not see your company, nor has he had a chance to see the company brochures, products or services. He just sees you and forms a vital first impression.

You are the representative of your company's product and therefore any of the customer's feelings about it will be coloured by his initial and on-going impressions about you.

The 3 Areas of Promotion of Self

Once again it's good to remember that the customer will judge you personally in terms of 3 sub areas:

- Your 'Form': i.e how you look, act and present yourself physically. This was covered in the previous Session.
- Your 'Substance': i.e what you know about your task. This will be covered in this Session.
- Your 'Style': i.e how you go about carrying out your task. This will be covered in a later Session.

Substance

Let's now concentrate on the area of 'Substance'.

What exactly do we mean by Substance?

'Substance' is what you know about your company, about your products and/or services, and about your industry in general. It is also what you know about how to present that material to your customer in a professional and effective way.



We will learn about the company in a subsequent lesson in our promotional training program. So for now, in this Session, we will confine ourselves to

learning about Substance in terms of how to present our promotional material.

For example:

- How do you conduct a promotional visit to a potential customer?
- What promotional material do you take to that visit?
- How do you use your promotional material to the best extent?

All of these very relevant questions relate to our knowledge of the Substance of how we should go about our selling task.

Arranging the Formal Visit

The first step we need to take to arrange a formal visit to a potential customer is to identify just who that customer could be.

Identifying the Customer

We can identify the customer by any or all of the following means:

- Searches of the internet.
- Searches of the local Yellow Pages 'On Line'.
- Checking trade magazines that relate to the particular industry you are targeting.
- Driving around the streets to identify key businesses that use the products or services related to your particular industry.
- If you sell building products, for example, you might try driving around to large construction sites looking for project builders. Sales is a numbers game that is all about picking up 'sales leads'.
- Checking lists of professionals such as architects and designers who may be able to direct work your way.
- Asking others in your particular industry for potential 'leads'.

- Asking other salespersons in your company if they are aware of any potential customers in your region or area of responsibility.

Initial Contact: 'Letter of Introduction'

Once the potential customer has been identified, you need to send him or her a formal 'Letter of Introduction'. A draft of the contents of this formal letter should be kept by you in your Sales Tools Kit (this is a Tools Kit every salesperson should keep, which has all his or her sales 'tools of trade' – see further on for details and also see the separate Session on Sales Tools Kits later in this book.)

The 'Letter of Introduction' will state the following facts:

- Who you are.
- Who your company is.
- What your company does in terms of products and/or services.

The Letter of Introduction is just that. You need to follow up the Letter with a telephone call to make an appointment time agreeing when you can meet with the potential customer to explain about your company, its products or services, and how it can benefit the customer.

The whole aim of the Letter and your follow up call is not to try to sell anything. It's to secure an appointment with the customer so you can sell in person. Selling in person is really selling. The rest is merely order taking.

Attachments to the Letter of Introduction

The Letter of Introduction will have the following attachments:

- Your company's short version of its company profile.
- Your company's product or service brochures.



- A picture of yourself, because business, especially sales, is about people, and people always feel more secure when they know with whom they are dealing. Eliminating all doubts and grey areas in your customer's mind, particularly about whom they are about to meet makes them feel more comfortable. It eliminates a key unknown. Making the customer feel relaxed about your visit is a major objective and therefore must be one of your main priorities.

Formal Appointment

Once you have a formal appointment, you prepare for the visit by learning as much you can about your potential customer's background. Carefully study the customer's webpage if there is one for example. There is no excuse for not learning all you can about the customer prior to the visit. You need to also prepare your promotional Sales Tools Kit so it is completely ready and oriented towards assisting you to promote yourself, the company and the company's products. Customers are individuals with varying wants and needs, so be sure to prepare your sales tool kit accordingly.

Sales Tools Kit

The Sales Tools Kit is absolutely essential to your success with the customer. The Kit must contain items such as: (for a more detailed list see the Session on Sales Tools Kit)

- The latest company's profile and product brochures
- A list of your company's products you wish to sell personally.
- A list of any special offers.
- The current price list.
- A flow sheet showing how a customer can make an order and how he or she will receive his or her products showing all the steps involved so the full process can be clearly understood. Remember, eliminate all grey areas of doubt!

- A list of key people in your company who will deal with his needs and their telephone/ email contacts.
- The name and contact of your company's Marketing Coordinator in case the customer may feel that problems cannot always be solved by you.
- A list of the strengths of your company's products or services.
- A list of the weaknesses of the competition's products.
- A letter clearly explaining the distributor or agency system (if one exists).
- A feedback form for the customer to complete.



Other Items to Take on Your Formal Visit

You should also take to your formal visit the following:

- If possible, an invitation for the potential customer to visit your company location and see around the premises.
- Some company promotional gifts.
- A product sample box.
- A computer disk to leave with the customer showing good photos of completed company projects or work or products that can be viewed locally, or at least viewed in the photos.
- If possible some real sized samples of the products.

Never just walk in to see your customer without accompanying sales aids, a sales tools kit, or samples/ illustrations that you can use as props to 'sell off'.

Qualification Analysis

A word of caution: before you go 'all out' with your promotional activity and use your Sales Tools Kit to full effect, or give any free promotional items to the customer, it is essential that you first qualify him or her as a potential customer or not. (For full details of how to qualify a potential customer see the Session on 'Qualifying the Customer'). If you don't qualify the customer very early on you could just be wasting a lot of time, effort and money trying to flog a dead horse.

Qualifying Questions

Try to broadly qualify the customer on the phone, then do it more thoroughly in person if a few phone enquiries work. In order to qualify your potential customer, you need to attend the formal appointment with your Sales Tools Kit, but for the moment leave to one side the accompanying gifts, samples and other items, such as a product display board (if you have one), and any free T-Shirts. There is no point in wasting money on a potential customer who does not want to or cannot possibly buy your products.

As a part of the qualification process you need to introduce yourself and politely ask the following qualifying questions of the potential customer:

- Ask if he or she knows about your company and its products.
- If he or she has heard of your company ask if he or she has ever bought any of its products.
- Ask if he or she is very active in your particular industry.
- If he or she is active, ask how active and for how long he or she has been operating in the industry.
- Ask if he or she currently buys or has bought any rival company's products.
- Enquire about his or her customer base. What sort of customers does he or she have? Are they

mainly other retailers? Are the customers the ordinary 'man in the street', or does he or she sell wholesale?

- Ask if he or she provides any technical advice to customers about how to care for and maintain the products you may be selling.
- Ask what types of products or services may interest the customer.
- Ask if he or is interested in the possibility of becoming a company agent or distributor.

Depending on how you assess the answers of the potential customer, you may or may not wish to proceed with a formal presentation using all the material in your 'Sales Tools Kit', supported by a gift and perhaps an invitation to visit the company premises.

Have Separate Copies of Your Information Ready

Remember, that you must have copies of much of the information in your Sales Tool Kit, such as Order Flow Charts, Current Price Lists etc to leave with the customer in an attractive folder for his or her future reference. Sales is a profession, one that makes the most money. If you expect to succeed in making the most money, be prepared to be the most professional in everything you do.



REVISION

In this Session we have learned that there are 3 areas of promotional activity:

- Promotion of Self.
- Promotion of the company.
- Promotion of the company's products and services.

In relation to Promotion of Self we found that this too can be divided into 3 sub areas:

- Form.
- Substance.
- Style.

In this Session, we concentrated on learning about 'Substance' with respect to how you present your promotional material to the potential customer.

We learned about the importance of researching the market to identify potential customers. Remember, your customers may not be end users, but may consist of distributors and some retailers who are experienced with selling their own products or services. If they are they will be looking at you critically to judge how much you know about how to present your promotional material.



Remember too, about the importance of your having a properly prepared and up-to-date Sales Tools Kit. Adjust the contents of the Kit to the wants and needs of the customer. Don't accept torn brochures or out of date price lists. Remember to have ready copies of much of your material such as Order Flow Sheets in a folder available to leave with the customer.



You have learnt that it is very important to properly qualify the potential customer by asking the right questions and carefully judging his answers or you may be wasting time, effort and money.

And finally, always remember to pass back any new market information you may discover to the Market Database Officer at your company.

Style

Teaching Objective

In this Session you will learn the following:

- The importance of promoting yourself in the best light to the customer.
- You will be reminded about the 3 areas of self promotion: 'Form', 'Substance' and 'Style'.
- You will cover in detail the third of the three areas: 'Style'.

Knowledge

At the end of this Session you will be able to:

- State the importance of Promotion of Self for a sales person.
- State the 3 sub areas of self promotion.
- Understand how to use 'Style' to promote yourself in order to make more sales.

What is Style?

Let's now concentrate on the area of Style.

What exactly do we mean by Style?

Style is how you project yourself and your knowledge of the company and its product or services to your customer in a professional and effective way.

In this Session, we will confine ourselves to learning about Style in terms of how your personality is projected to the customer.

For example:

- How do you like to talk?
- Are you an extravert or an introvert personality?
- Apart from topics related to your company, what else do you like to

discuss with the customer to let him get to know and like you?



All of these very relevant questions relate to our knowledge of our personal Style. Remember, doing business is not just about making money. It's primarily about relating to the people with whom we do the business. If they don't like our Style, why will they want to hear the Substance of our message about the company and its products or services?

Two Main Types of Style

There are two main types of Style: a 'Winning Style' and a 'Losing Style'. Within each of these two main groups there are lots of sub groups.

One key to success is to ensure that your sub group, or particular kind of personal Style, comes into the parameters of the 'Winning Style' type.

Whatever your own type of Style is, if it is to have a chance of coming into the 'Winning Style' type, it must have certain essential elements.

Essential Elements of a Winning Style

The essential elements of a 'Winning Style' include the following:

- Personal integrity
- Confidence
- Assertiveness

- Professionalism
- Reliability
- Trust
- Punctuality
- Diligence
- Good oral and written communication skills
- A commanding presence

Personal Integrity

All salespersons must project an image of personal honesty. They must not try to deceive their customer in any way. They should keep to the facts and always try to present their company and its products or services in a positive light and a competitor's products in terms of their weaknesses.

Honesty must be foremost in all that is said. If you claim the competition's product is weak in a certain way, then what you say must be true. Similarly, if you claim that your company's product is strong in a certain way, your statement must be based on fact or you will quickly lose credibility with your customer.

If the customer requests some information you must supply it and not just say you will. If he complains, you must truly investigate the problem and give him an honest response to satisfy his needs.

You must always ensure your personal reputation is of the highest standards if you want a customer to listen to what you say about your company's product or service.

Remember, you are not having a 'once only' dealing with the customer. In particular, if he or she is to become a distributor or agent, you will have on-going dealings,



therefore it is vital you have the customer's respect in the long term.

Confidence

Confidence is a vital quality for any sales person to have. A salesperson devoid of confidence can rarely sell anything. He or she must truly believe in himself or herself, the company and the company's products or services. Confidence is lifted

by good Form and a high degree of Substance, including good knowledge of the industry in general, and of the company and its products in particular.

A combination of theoretical knowledge and practical application will give you confidence in your daily dealings with customers. Theory compresses time, so study about the industry and your products/ services to save having to learn the hard way by means of making practical mistakes in the field when actually dealing with your customers.

Mistakes are hard to recover from and will lower your confidence level. Try to avoid mistakes by doing your homework before you visit the client.

Assertiveness

A salesperson must always be assertive. Being assertive does not mean being aggressive. Many people confuse the meaning of the two words. To be assertive in this instance we mean that you must be a positive thinker who looks to influence your customer to your way of thinking.

You need to persuade your customer that you are a person to be believed and trusted and therefore what you say about your company and its products or services are true.

The customer needs to believe that you are going to assist him to make or save money. That's the only reason he has for listening to what you have to say. If you are not positive and convincing in your manner and personal approach, there is little chance the customer will really listen to you, let alone heed your advice.

Professionalism

This point is really about your total image in the eyes of the customer. Do you want him or her to think you are a 'new boy' or 'new girl' who knows little about the industry he or she is in, yet who wants to advise him or her on what products or services he or she should buy?

Make a point of judging the professional image of other salespersons you know and compare yourself only to the most successful. (It's easy to feel good when we compare ourselves to losers – but to do so is only to deceive ourselves.)

Get to know salespersons from your competitors and from other industries. How do you judge yourself in relation to the best of them? Are you better or worse? It's important that you

must want to be the best. If you see anyone doing his task better, copy what he does at first, then quickly improve on it by extra personal effort.



Always try to be the best at what you do. Do not suffer for second best.

Reliability

Everyone wants to deal with a reliable person. Customers especially seek the quality of reliability from their salespersons as they don't want to be let down. Being let down in any way means they will lose money, or if they are a purchasing manager, maybe even their job. This will not make them happy with you.

Always make sure you do what you say you will do for the customer. Do not make claims that you cannot keep. Try your best to 'make things happen' for your customer by giving the best personal service.

Everyone claims to give special service, but most don't really know what the words 'special service' mean. Go out of your way to assist your customer. Only then

will he or she certainly prefer to deal with you than anyone else.

Trust

Be honest in your business and personal dealings. Don't take secret commissions or bribes as this will undermine your image in your own eyes as well as in the eyes of your customer. Your untrustworthiness will show through and you will soon lose the moral high ground. You may be a short-time winner by being untrustworthy, but you will certainly be a long time loser.

If you are caught being dishonest when representing your company and its products or services, you will be instantly dismissed by a reputable company and perhaps other actions will be taken against you to punish you for your behaviour. Stay honest and stay in successful in the Sales business for the long term.

Punctuality

Always try to be on time for appointments. Allow for traffic or other unforeseen hold-ups. Don't arrive and say: 'Oh, I'm late because the traffic was bad'. All you do when you say this is advertise to the customer that you are disorganised and do not allow for all predictable circumstances when you make an appointment. The customer is not interested in your excuses, but in your punctuality and your performance.

By arriving late, you are not performing very well. In business never forget that **TIME IS MONEY**. There are 3 great equations that control our lives and this is one of them. The other 2 are $E=MC^2$, an equation that symbolizes the physical workings of our universe, and $Supply = Demand$. At present this latter equation is not in balance due to too much cheap supply from an emerging China, and consequently the global economy is in dire straights.

If for some truly unavoidable reason you are going to be late, make sure you call your customer as soon as possible before the scheduled appointment time. It's no use knowing you can't be at an

appointment timed for 10am and then calling the customer at 10am or afterwards to say you'll be late. Do this and you simply inform the customer that you are slack as well as stupid.

If for some reason you forget the appointment (and this does happen to all of us occasionally), ensure you call the customer as soon as possible and apologise sincerely, telling the truth that you just forgot. It happens. We are all human.

Try to make another appointment and maybe, if he or she is an important customer, try to bring him or her a small token gift to let him know you are truly sorry for wasting time and to show that you greatly appreciate being able to have another chance. In sales, even the smallest things count!

Diligence and Organisation

Be active and hard-working. Approach your task with enthusiasm. Your own feelings of enthusiasm for your company and your product will wear off onto your customers. They will respect a salesperson who puts full effort into his or her task.

Everyone respects a person who loves his or her work. Love your job because it gives you a living, especially during times when many people have no work or income. The more you love your job as a salesperson, and the harder you work, the more money you will make. However, always remember, if **Time = 1** and **Effort = 1**, then **Method = 10**. So, it's not just a case of working hard, but of working smart.



Be organised in your work. Plan ahead. Think about what you will need to service your customer and make sure you are well prepared before you visit him. Careful Planning Prevents Pretty Poor Performance.

GOOD ORAL AND WRITTEN COMMUNICATION SKILLS

Everyone who wants to be successful in promotional work must have very good oral and written communication skills. Good oral and written skills enable you to convey your ideas and your product to the customer.

Oral Communication Skill



Presentation of your work is very important. In the Session on Form we covered the need to have a clear speaking voice. Now we must remember that every oral speech should have a well thought out structure comprising a:

- Beginning.
- Middle.
- End.

You may think, *“Oh, that’s obvious, I already know that everything has a Beginning, a Middle and an End”*. But, in fact, most people don’t speak in a structured way: they just waffle and say nothing important, or nothing that can be remembered. To be a successful salesperson you have to be in there jabbing, punching and constantly driving your points home, but in a way that won’t offend the customer of course. You need to rack up a high tally of scoring points with the customer if you want to be a Sales Superstar.

The customer may be happy to talk about a sick mother, but that’s not going to make you money. You need to listen to the customer, but you also need to control the conversation carefully so he or she listens and responds to you. Don’t let a situation arise where you just waste your time listening to the customer’s stories, however interesting they may be.

When a professional salesperson speaks he or she first:

- Tells the customer what he or she is going to say about the product or service. This is to allow the customer time to ‘format’ his or her brain so it can be more receptive to the details that will follow.
- Actually tells the customer about the details of the products or services.
- Then recaps to the customer what has just been said about the products or services, highlighting the key benefits; in other words the customer is left with a summary that leads to a trial close or if things are going well, straight to a ‘close the deal’ question (see the Session on ‘Closing the Deal’).

In essence, then, from the outset of a talk the salesperson tells the customer at the what he or she is going to say, so the customer’s brain is ready to receive the information. For example, the salesperson may say,

Beginning

“Today, I’d like to tell you about an exciting new product that will save you both time and money that has just developed by my company. It’s a big ‘first’ and totally new to the market, so you’ll be one of the first to hear this. I’d also like to inform you of our latest monthly specials.”

Middle

Here the salesperson explains in detail all about the new products or services, and outlines the savings that can be made on any special offers.

End

Here, the salesperson summarizes what he or she has said, emphasising the benefits, and ends with trial close, or a closing sentence such as: *“Now, shall we complete a form for some of the new products?”* or *“Why don’t you take advantage of the warehouse specials and make an order now?”*

All promotional 'conversations' (ie sales pitches) should be structured in this way: they must all lead to trial closes and/or the **CLOSING** questions to **CLOSE THE ORDER**. Even if you start off talking about the weather, your speech must be carefully structured to end up with the closing questions that will sell the products or services.

If you don't structure your talk to end in a closing question, you have to sit passively and hope that one day the customer may get around to making an order. In doing so you throw one of the 3 important equations in life straight out the window: **TIME = MONEY**. Or you must hope that a competitor's more professional and proficient salesperson doesn't close the customer's order instead and beat you to the money.

Eliminate the chance of that happening by being proactive, controlling the conversation and then closing the order yourself.

When you speak give your sentences to the customer in carefully controlled 'bursts'. That is, don't try to say too much at once. For example, when first arriving at your customer's premises, you may say:

"Hello, I am John Smith from Company XXX.

Thanks for this chance to meet with you.

I'm here to show you our latest company products that will help you increase your own sales."

This structured introduction tells the customer good information, but not too much in one burst. You then go on in your **'Beginning, Middle and End'** structured way, but giving information each time in a controlled way so it can be easily absorbed by the customer so it has the maximum impact on him. At the End, when you recap, you reinforce the information and emphasise the really strong points and benefits.

Remember, it is much easier to talk and give information than it is to listen and

absorb the information. Therefore go slowly and be structured in what you say, say it in bursts that can be easily understood.

Have a structured ending to what you say and reinforce the strongest points and benefits of the products and services. Then, finally, always end with the closing questions to action orders for the product.

Written Communication Skills

It's very important to have good written communication skills in all types of businesses, and the Sales business is certainly no exception. (See another of the author's books on 'Effective Business Writing'.) Try to provide your customer with information in writing that you can leave with him or her.



Often you will not be able to close the customer on an order on the day you are with him or her, so it's important you leave the customer with clear, written information so he or she can make orders later.

Such information should be well laid out, with important points highlighted and if lots of information is on the page, look at shading and special layouts to make the data easier to interpret at a glance.

Information you may leave would include:

- The latest price list.
- Information on any 'company special deals'.
- Details of any new products or services.
- An Order Flow Chart so the customer clearly understands how to make an order.
- Brochures.
- A computer disk with the company promotional movie and lots of pictures of the company's products or services (first check the customer has a computer and can use it or the disk is a waste of time).

Make sure the written information is always in good condition and not on old or torn paper as this will give the customer a bad impression about you and your product or service.

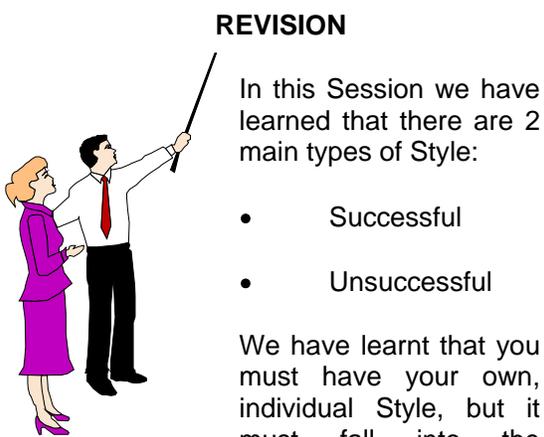
Commanding Presence

Don't ever act like an apologetic timid mouse around your customer. You need to have a commanding (but not dictatorial) and helpful presence' at all time. By this we mean you must act like you are a professional person who looks to do serious business and provide the products or services that will let your customer make money.

You must have confidence and be a person the customer looks upon as someone valuable to his or her business needs.

By carrying out your Form, Substance and Style functions correctly you will quickly gain this commanding presence in the eyes of your customer. Without this it will be difficult to convince your customer to buy your products or services, especially if it is more expensive than the competitor's.

By your commanding presence, you have a good chance of convincing your customer that your products or services are better and of a more reliable quality than that offered by your competitors.



REVISION

In this Session we have learned that there are 2 main types of Style:

- Successful
- Unsuccessful

We have learnt that you must have your own, individual Style, but it must fall into the

Successful Style category. To ensure this happens you need to be aware of, and closely follow the important factors we have covered.

These include:

- Personal Integrity
- Confidence
- Assertiveness
- Professionalism
- Reliability
- Trust
- Punctuality
- Diligence
- Good Oral and Written Communication Skills
- A Commanding Presence

Only by following these factors will your individual Style fall into the Successful Style category.

Remember, everything you do is noticed by the customer. Gain a commanding presence and talk in a structured way.

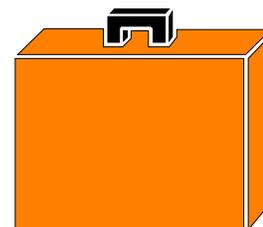
Always, always, move towards the 'closing' questions or statements with whatever you do or say. It is always better to get the orders made when your presentation is fresh in the mind of the customer. Have your paperwork ready and 'sign the customer up'.

SALES TOOL KIT

Teaching Objective

In this session, you will learn the following:

- The importance of having a Sales Tool Kit.
- What items should be included in your Sales Tool Kit.



Knowledge

At the end of this Session you will be able to:

- State the importance of the Sales Tool Kit in supporting your daily sales activities.
- Describe the type of items you should include in your own personal Sales Tool Kit.

Sales Happening Outside the Office

Very few people succeed in the Sales profession by sitting in the office. If you are merely an 'order taker', that may be okay, but as a professional salesperson you need to 'take it to the customer'.

This means you have to be mobile. Most of your job will be working outside of the office. That's why you need the 'tools' of your trade with you at all times. Never go anywhere without them as you never know when you may come across a selling opportunity.

The Sales Tool Kit is an essential weapon in any sales person's inventory. It allows the salesperson to have ready access to the material needed to make sales.

The Kit is something akin to the doctor's 'black bag'. It must be well prepared and be completely mobile, so the salesperson can carry out his or her job in any location remote from the office.

Everyone prefers to pack their own parachute because their life depends on it. So it follows that every sales person should prepare their own Kit because their living depends on it.

Always do the best job you can with your Kit because 'Preparation Prevents Pretty Poor Performance'. Time spent in the quiet of the office preparing your Kit will pay you big rewards when you are out doing battle with your customers. Once the 'first shot' is fired by the customer or the competition, it's too late to start thinking about if your own weapon is loaded.

Items for the Sales Tool Kit

Obviously some items for the Kit will vary according to the particular task and selling the sales person must do. However,

many items listed herein would be essential in any Kit.

At the least, this list will help jog your memories and perhaps get you to think of other items that you need that could also be included.

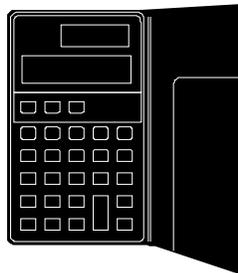
- **A large folder with plastic sheets**

This is so you can neatly store the many types of documents and materials you will need to carry in your Kit. It's important these documents and materials are kept in a good state of preservation and that they can be easily found when you need them. A salesperson must always be organized!



- **A good calculator**

Use a large calculator so you can easily show you customer the result of any calculations.



- **Carbon paper**

You may need to give a duplicate of an agreement or order to a customer who doesn't have a photocopier so you may need carbon paper.

- **Spare business cards.**

There is nothing worse than being out and about seeing your customers only to find that you have run out of business cards. Always keep a good reserve of cards in your Kit.

- **Your dairy**

Your dairy should be maintained as it provides an important (and sometimes legally necessary) record of your daily activities.

- **Your list of customer contract numbers and addresses**

You may have 3 appointments that you know of, but then there may be a sudden change of plans, so always keep a customer contract list with you to assist with your flexibility.

Arrive a little early for appointments, not a little late and certainly not very late saying that the traffic was bad. If you are not smart enough to allow for bad traffic, or you give this as a weak excuse for not being organized enough to arrive on time for an appointment, why should the customer believe anything you say about your product or service?

- **Spare pens and a highlighter**

Always keep a reserve of these for obvious reasons. Make sure the pens have black ink so they photocopy clearer.

- **A photo album and or CD**

The photo album and or CD should include first class photos of your company and your product or your service in action if possible.

It should also have photos of any jobs completed showing the results.

- **Actual samples**

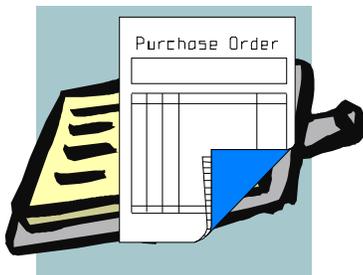
If the samples are small enough always carry some as these demonstrate an almost complete picture of a product by themselves.

- **Company brochures / flyers**

- **Order forms**

- **Receipts**

The customer may make a payment in cash so he'll want a receipt.



- **Blank agreements**

If you complete any of these for a sale, don't forget give the customer a copy. That's why you may need your carbon paper.

- **A current customer list**

- **A list of items now being sold by you or your company**

Maybe you only sell a small range of the products or service available from your company. By having a full list, you may be able to sell a few 'one off' additional items, or pass a referral on to a colleague who may pay you a referral fee.

- **A reference list from past jobs and past customers saying how pleased they are with your Company and yourself**

Good referrals are always supportive and give the customer comfort about your service and reliability.

- **A list of any special promotions by your company**

Your customer will always be glad to see these and happy with you if you have allowed him to save money or gain a bargain.

- **A list of customer incentives**

Keep well up to date with all the incentive being offered by your company as these will make your job of 'closing the deal' much easier.

- **A flow chart of the sales process**

The flow chart will show the customer what happens in the sales process from the time an order is placed until the product or service is delivered. The more the customer knows about the process of the sale, the more he or she feels in control and the more relaxed he or she will be. A relaxed customer is less

suspicious and therefore easier to close.

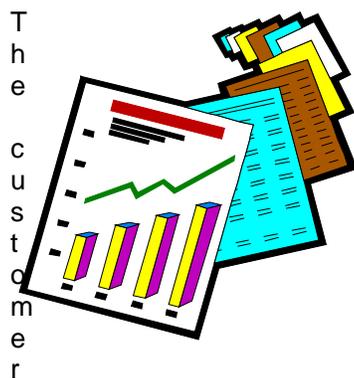
- **Maintenance Details**

This may be a written account of how a customer can best maintain a product.

- **Details of warranties and guarantees**

You may need to supply the customer with details of any warranties and guarantees that come with the product or service being sold.

- **Details of follow up support and training**



They may be very interested in details of follow up support and training provided by your company or yourself, especially in the case when investing in high technology equipment.

- **A list of the strengths and weakness of your product or service**

You should include a quick personal reference list of the strengths and weaknesses of your product or service. (You need to know the weaknesses so you can prepare counter points for customer objections that will certainly come when he or she notices the



weaknesses – and every product or service has some weaknesses).

- **A list of the strengths and weaknesses of your competitor's products or services**

Carry a quick personal reference list of the strengths and weaknesses of your competitor's products or services. You may need this to counter any positive points your customer may raise about your competitors.

Never let yourself be in a position where your customer knows more about your competition than you do! Always 'Know the Enemy' and what he is doing.

- **A list of only the strengths of your products or services**

You may need this to leave with the customer so he can remember the high points of your product or service when discussing with a spouse or partner.

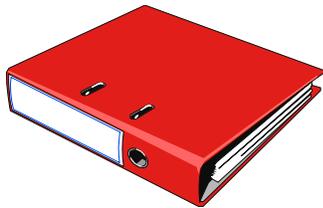
- **Delivery details**

Give your customer written details of the logistic process whereby a product will be delivered. Most customers are afraid of the unknown. The more you clarify everything connected with selling your product or service, the more relaxed will be the customer and therefore the more likely he or she will invest in your product or service. Try to prepare and customize this list prior to arriving at your customer's business.

- **A 'Bad News' file.**

This file has newspaper and other media cuttings about price rises, inflation, natural disasters and poor economic and negative industry news. What you put in it depends on just what you are selling.

The file must contain recent information, so it needs to be constantly updated (a salesperson must always work hard in order to succeed).



This type of file can be handy in convincing the customer, by means of an independent third party source,

about some of the things you may be telling him personally.

Nobody likes to hear bad news, so it's better if it comes from an independent third party rather than just you. And if it's in media print all the better because, despite what people may say, nearly everyone automatically believes what they read in the media.

For example, if you are selling gold as a commodity to hedge against coming inflation, this could be very useful. A file about recent natural disasters could also be valuable for a sales person who is selling All Risk Fire and Flood insurance.

- **A 'Good News' file.**

This is exactly the opposite as the 'Bad News' file. It is a collection of recent media releases that tell good news about everything. It can be handy in convincing a doubtful customer that the economic outlook is very positive so they should go ahead and expand your business and therefore buying your expensive office machines is not a risk to them.

- **A complete list of your company's products or services**

Carry a complete list of all the products and services your company provides, not just the ones you are selling. You may just get an opportunity to sell more than you thought you could sell.

Also, it may convince a customer who is doubtful about the degree of follow up service you or your company will provide that the company is, indeed, very strong and diverse.

- **A list of other salespersons**

Carry a contact list of other sales persons in the company and their areas so you can network easily.

- **Promotional items**

Always try to carry some small give away promotional items for the customer. It will make him or her remember you better.



- **Special offers**

Carry a list of company 'Special Offers'.

- **An accurate Price List**

It's amazing how many sales people actually don't carry a comprehensive price list and how many have out of date price lists!

- **An accurate stock list**

Again, many sales people do not carry accurate stock lists showing the range and availability of your products. This may be an essential tool to know what is available to sell and when it can be delivered!



- **Payment Details**

These details should include how much the customer should pay, the tax rate, if any deposit is required, in what currency he or she should

pay, in what amounts, when, to whom and where.

The details should also include information on late payment penalties and early payment incentives. Remember, the more information you provide, the more at ease the customer will be and the easier it will be to sell your products or services.

- **Details of Distributorships and Agencies**

These will show a customer just how he might become a distributor or an agent of your company. Your company should provide rewards to its sales persons who set up additional distributorships or agencies to sell its products. Perhaps you can get a cut of their monthly turnover. If you don't have the details and company policy with you, it will be hard to interest a customer in this possibility.

- **A 'Customer Feedback Form'**

Always carry a 'Customer Feedback Form' so you can monitor how your customer regards the service of yourself and your company. This is a good way to improve your performance.

COLD CALLING

Teaching Objectives

In this Session, you will learn and understand the following:

- The objective of cold calling
- How to cold call effectively
- How to write more effective advertisements for brochures and your web page, classifieds, TV, radio, and the Yellow Pages.

Knowledge

At the end of this Session you will be able to:

- Understand the purpose of cold calling.
- Be able to make effective cold calls to potential customers.
- Understand the different requirements when writing advertisements for different kinds of media

MAKING COLD CALLS

Objective of the Cold Call

Cold calls are phone calls or visits to sales prospects who don't know you.

The objective of a cold call is to gather information about the prospect's potential as a customer (ie initial prequalification), briefly educate the prospect on the benefits of your products or services, and in most cases, to get an appointment.



Like the Letter of Introduction and its follow up call, the Cold Call is not about selling so much as getting an appointment so you can meet the customer in person. Remember the story about the old bull and the young bull. The young bull sees some cows down in a field some distance from where he stands with an old bull. He says 'Let's RUN down and each make love to a cow'. To this the old bull responds: 'No, let's WALK down and make love to them all!'

The moral of the story is of do things at the right pace and sequence in order to gain the maximum success. Set you your appointment with the customer. Get him or her to meet you in person. Use your techniques of Form, Substance and Style to impress the client. Ensure your Sales Tools Kit is in order. Then you have a much more chance of making the maximum number of sales than you would if trying to sell as a disembodied voice over the phone, or some anonymous person sending an email.

Always remember, then, that a cold call is rarely intended to sell the product of service by itself; it's all about making an appointment to meet the customer in person.

There are several challenges to cold calls and they include: fear of calling someone you don't know and who may well reject you; getting past assistants, secretaries, and other gate keepers; finding the right contact; and finding a way to make a pitch quickly that will move the sales process forward.

The tips below may help you overcome these challenges:

Avoid Completely 'Cold' Cold Calls

Ask your current customers for referrals and then use their names to break the ice during your call. To get referrals, engage your current customers in conversations that will unearth the referrals instead of simply asking them for names and numbers.

For example, if you ask someone if they know anyone interested in buying insurance, they'll probably say no because they can't think of anyone on the spot. But if you talk to that person about having kids and whether his friends are having kids too, he'll realize he knows a bunch of people concerned about planning for the future...who might want insurance.

Plunge Right In

You're never going to be ready to make sales calls, so don't wait for the perfect moment. Your fear of rejection will never dissipate completely

because putting yourself on the line and inviting rejection is never going to be appealing. So instead of coming up with reasons to procrastinate, plunge right in. Most cold calls are rejected outright so get used to it. It's not a problem unless you yourself make it one. Always remember



that sales is a 'numbers game', so provided you have a good product or service, it stands to reason that the more people you contact, the more success you will have.

If 'cold calling' by phone don't start by saying 'And how are you today' or by using some other such insincere or trite greeting because so many cold callers try this. Therefore the person you are calling will immediately know that you are trying to sell something.

First confidently introduce yourself and go direct into what you want to say because you may only have a few moments before the listener puts the phone down. If you give your name right off, you have a chance of 'personalizing' the situation. And don't speak too fast because the person listening won't understand a word you're saying. The first sentences should be straight to the point to find out if the customer is interested in what you are offering. You have very limited time so make it count.

Be Fortright

Whether you encounter a secretary, an assistant, or the prospect on the phone, be upfront about why you are calling. Introduce yourself and state the purpose of your call. Be honest and succinct. People are annoyed and suspicious if you are cagey about why you are calling.

Find out if it is a good time to talk - if it is, give more information; if not, ask when it would be convenient for you to call back.

Call Early and Late

If someone is difficult to reach, either because an assistant or secretary answers the phone or voice-mail picks up whenever you call, try calling at unusual times. A prospect is more likely to pick up his or her own phone at 8:00 a.m. or 6:30 p.m. Plus, they are more likely to be relaxed and have more time to speak, since they won't be facing the 9-to-5 pressures.

If you are making sales calls in person, evening is probably better than morning for making odd-hours calls.

Don't Expect People to Get Back to You

You shouldn't wait for your prospects to get back to you. They may not, even if they are interested. Don't presume that when prospects say they'll call you back they actually will. Put your ego aside and call them. A passive salesperson sitting like a stunned mullet will never be a top seller. And when you do call back, be polite, no matter how annoyed you are that they never called you. You're not going to buy something from them, but you certainly want them to buy from you, so always be polite.

Be a Human Being

We all know some sales people who don't stop for a breath while they steamroll us with their sales pitches. Don't do this to your customers, not if you want to be successful. It's an unnatural approach, and it just doesn't work.

People buy from people they like, and from whom they feel understands them and their business needs and wants. Engage your prospects by asking pertinent questions and being genuinely interested in their responses. Their responses may provide their objections, and you will need to overcome these objections if you wish to sell your products and services (see *Overcoming Objections* later in this book).

Talk a Little, Not Too Much

Use cold calls to gather information about your prospect's wants and needs. You will, of course, have to provide enough information about the benefits of your product or service to make the person want to speak to you. But don't talk too much.



Use a prepared script and talk in short bursts of information from your prepared and well-rehearsed sales pitch. But don't use the sales pitch blindly; use it only as a general guide to assist you to react to how the customer responds.

If you launch into a long sales pitch without finding out what your prospect is thinking, you will turn them off. Ask a prospect questions about wants and needs (write down these questions in advance) and listen closely to the answers. Then target your benefit information to solving those problems and meeting those needs and wants.

Try to get a face-to-face meeting. This should be one of the key aims of the cold call.

When someone asks you to send literature, ask if you can come in and present to them for 15 minutes or so. It might actually be more efficient for them to learn about your business this way because you can encapsulate information and answer their questions. In addition, meeting someone face-to-face humanizes the relationship and will make it easier for them to remember who you are and why they may need your products or services.

Always remember the main aim of the cold call is not to sell the product or service, but to gain a 'face-to-face' appointment.

ADVERTISING

Different Types of Advertisements for Different Types of Media

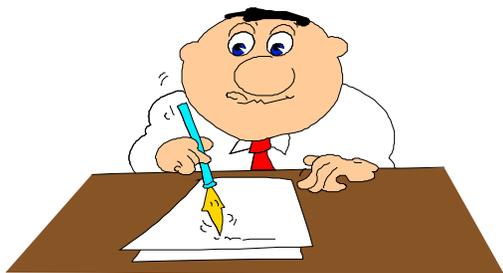
Different types of advertisements require different copy guidelines. An effective newspaper advertisement won't necessarily work in your local Yellow Pages. Your approach in radio commercials would differ significantly from what you say in a magazine advertisement.

Be Different from Competitors

A newspaper, magazine, radio or TV station may offer to create your advertisements for you. If that happens, thank them for the offer and say "No thank

you" to their help. Rarely, if ever, do they create the kinds of advertisements that will set you apart from your competitors. However, don't forget to listen carefully to any other advice and pointers they give you about advertising in their type of media. After all they should have lots more experience in this media format than you.

Do Your Homework and Research



All advertising is expensive. Before you begin considering your advertising campaign, do some legwork by looking through magazines, newspapers and phone books, watching TV and listening to the radio, for adverts that you like and that inspire you. Once you've done this, analyze the ads to see what they have in common and try to emulate them in the creation of your materials.

Below are some advertising tips for various types of advertng media.

Brochures and Webpages

Have professional looking brochures and webpages or they will work against you.

When potential customers request additional information about your company, your product or your service, you need to have a professional-looking brochure to send them, or an excellent webpage you can refer them to that will provide the information they need.

Your brochure and webpage should be designed to sell or help sell your product or service to the customer. If they are of low standard they will work against you.

Above all keep the brochures and webpages simple. The days of flashy and gimmicky webpages that took an age to load ended over a decade ago. Don't let

Form overcome Substance in your webpage. Always keep them in balance.

Use these tips to help guide you through the process:

Covers

The cover of a brochure or the opening page of the webpage, whether it carries a headline or just a title, must do a strong selling job. Also when drafting the title of a webpage remember that search engines select key words so try to use those in the title of your webpage. Graphics should be carefully chosen to entice not overpower the reader. The job of the cover of a brochure or a webpage is to get the reader to open it to learn more. If it's not suitable and has no impact, the rest of the copy won't get read.

Graphics

Don't use graphics, photographs or other artwork just for the sake of having it there. If you use a graph, make sure it tells a story, for example: our sales are increasing, and back up that story with a caption: 'Acme's sales have risen tenfold in the past 2 years'. One large photo or graphic is better than several tiny ones. It makes a bolder statement and it's easier on the eyes.

Use Headings Effectively

Be aware that some people will initially only skim your brochure or webpage. You can make sure they get key information by using descriptive headlines, and dividing your brochure into short-easy-to-read sections. Separate each section with a sub heading - a secondary headline that describes the copy that follows.

Ensure You Provide Substantial Information

A brochure is an information tool. It needs to support your image, but it also needs to have substance. Stress the benefits of your product or service. Talk about their features. If you're writing about a product, show how a typical customer would use it. Describe how your product or service has solved a problem for a specific client.

Think about including testimonials from satisfied customers.

Give Specific Directions

Tell readers what action to take. Don't leave them hanging. Ask for the order. Give them a mechanism for buying your product or service. And don't forget these important details as applicable:

- Your company's name and address.
- Your phone number, toll-free phone number, fax number, and Web address.
- Distributors, sales representatives, dealers contact details.
- Directions, prices, branch locations contact names and details.
- Shipping and service terms.
- Guarantee or warranty information.

Provide an Incentive to Read Your Brochure

If you're mailing out your brochure in response to a request, you want to make sure the envelope gets opened. Put something like 'Here's the free information you requested' on the outside of the envelope. And don't just send out the brochure – always include a motivating sales letter with it.

Classified Advertisements

What is a Classified Advertisement?

Classified advertisements are those small advertisements that appear in the print columns of the newspapers. They can be a cost-efficient, effective tool for small businesses of all kinds.



They are less expensive than display advertisements and may even get you a better response. Just about every newspaper and most

magazines have classified sections in the back. So if you have a local business, you might try your local newspaper.

If you have a national clientele, you might want to look at certain magazines. Before you place any advert, read through the classified sections carefully and look for different categories where your product or service would fit. Then use these tips to help you create your advertisement.

Use a Catchy Headline

Always begin your classified advertisement with a short, catchy headline to grab the reader's attention quickly. Try to keep it no longer than 3-5 words. Make sure it is in all capital letters or in bold face type. For example, a stock tips newsletter might use something like **'MAKE MONEY IN THE MARKET'**

The headline is the most important part of any print advertisement. It must inspire action. It is what will convince the reader to read more. Take your time and get it right.

Headlines should either convey an idea, or make the reader want to learn more. If your headline is in the form of a question: **ARE YOU UNDERPAID?** make sure that the answer will always be YES!!!



Try to Use Colour

When possible, use color. The response rate to color advertisements is significantly higher than that for plain black and white.

Use the Appropriate Sized Advertisement

The length of your advertising copy should be appropriate to your product or message. Long advertisement copy looks informative, and may be useful for technical products. Short copy leaves plenty of room for graphics and is a quicker read; use it if you're advertising an image.

Be Concise

Keep your message concise. You can't expect a reader to spend a lot of time with your advertisement. Keep it simple. Stress the benefits. Get to the point. And be very careful with humour. Not every reader will get or appreciate your joke.

Use Straight-Forward Language

Don't use complicated language or jargon. Use simple, clear, friendly language. Stick to short words and short sentences. And avoid punctuation marks - exclamation points and question marks slow readers down. Stay away from abbreviations unless everybody reading them will understand what they mean.

Address Your Customer

Your advertisement should talk to your potential customer, so don't forget about them. Use 'you' instead of 'we' in your copy. Think about what specific needs you fulfill for them. Think of your advertisement as speaking to your potential customers 'one at a time'. In other words, the advert should target the reader on a personal level.

Use Strong, Focused Graphics: the 'One Third Rule'

Strong graphics make a strong statement. Keep them focused on your message. Some advert experts recommend advertisers follow the 'rule of thirds' - one third of an advertisement should be a graphic element, one third should be copy, and one third should be white space (no copy, no graphic).

Make the Look Consistent

Keep the look of your advertisements consistent. If you change the copy on a regular basis, don't change the look. You can create an effective image by providing continuity and consistency to the reader.

Make Your Advertisements Different from the Competitors' Advertisements

Whatever you do, don't let your advertisements look like your

competitors' advertisements. You need to create a distinct personality for your company.

One-Step Classified Advertisements

This is where you are offering a service or product through the advertisement. The responder sends you money, you then send them the product or perform the service. The transaction is over. For example: 'MAKE MONEY IN THE MARKET: Our monthly investment newsletter is filled with hundreds of tips and hints to make you a success in the stock market. Send \$25 for a one-year subscription'.

Two Step Classified Advertisements

This is where you offer to send free information (with a motivating sales letter or brochure) to get the sale. The responder must either respond again, or you need to follow up with a phone call or another letter to get the sale. For example: 'MAKE MONEY IN THE MARKET: Free - 10 tips on how you can make the most of your investment opportunities. Call 800-555-1111'. You would respond by sending the 10 tips along with a subscription solicitation. Plus, you get the prospect's name for your database.

Finally: Always Ask the Reader to Do Something

Remember the call to action. What do you want the reader to do once he/she finishes reading the advertisement? Don't let them guess: spell it out - Write or call for more information: 'Come in for a free check-up; Come in today, Sale ends Saturday'. Think of this as how you close the sale. Be sure to tell the reader what action to take. Otherwise, there's a good chance they won't take any. Tell them to 'call' or 'write' or 'send money'.

Radio Advertisements

Address your radio Listener directly.

When you place a radio advertisement, you're speaking to a captive



audience - the listener has to take an action (actively change the station) to pass by your advertisement. Because listeners are often sitting alone (frequently in their cars), speak to them like you are having a one-on-one conversation. Address them directly, and your message will get across.

Use the tips given below to learn more about what it takes to use radio advertisements more successfully.

Start with a Good Headline

A good radio advertisement doesn't differ greatly in structure from any other type of advertisement. Begin with a headline - in this case, a strong opening line that tells the listener what you're going to tell them. Then tell them. Then finish by telling them what you've already told them. End your advertisement with a call to action - buy our product, read our magazine, call now, etc.

Keep the Advert Simple and Focused

On radio, you need to keep your message simple and focused. Choose one theme and stick to it. Remember that it takes longer to say something out loud than it does read it. The average 30-second radio spot contains only about 70 words. Mention your company name at least three times in those 30 seconds.

Know What Type of Radio Station It Is

Different radio stations require different types of advertisement formats. There are two basic types of stations: "Background" radio stations are on in the background and are typically music stations that are listened to passively. "Foreground" radio stations require active listener participation. These would include talkback radio, all-news radio, call-in shows, and the like. Make your advertisement sensitive to the format to keep the listener's attention - don't use a 'voice-only' advertisements on a primarily music station; don't put a country and western jingle on a classical music station; and don't use a music-driven advertisement on a talkback radio station.

Advertise To Match the Radio Station's Listener Preference and Age Group

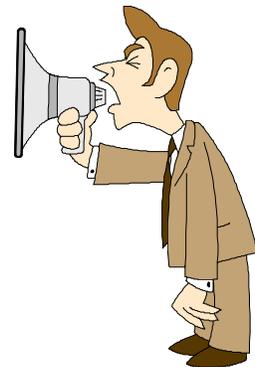
Don't advertise teenage products on a station that caters to mature age listeners. Don't advertise gimmicky fashion products on a station that plays classical music to conservative listeners.

Script or Tape Advert Format?

You have two basic choices when it comes to creating a radio advertisement. You can provide a script and have it read by the announcer. Or you can provide a tape. If you choose the tape option, have a professional speaker read the copy; and consider using background music or sound effects as a way of making the advert stand out.

Use a Well-Known Radio Personality if You Use a Script

If you're using a script, consider placing your advert on the show of a well-known radio personality. By having the personality read your advert, it will sound like a testimonial. And make sure the personality is familiar with your product or service - send them a sample of your product, if appropriate.



Repetition Is Important for Radio

Repetition is very important in most advertising, but especially in radio, because it takes several airings for the listener to become familiar with your name and product or service. Frequency helps you break through the clutter. Consider running your spots at the same time every day for a week. Take a week off and then run it for another week.

Television Advertisements

You might think of television as a bastion for big company advertising. But with the growth of cable and the ability to broadcast to a specific region, it can be used effectively by small businesses too.

TV must be utilized carefully, because it can be easily misused - a bad advertisement not only makes you look silly, but can actually lose you customers.

These tips can help you use TV advertising correctly:

Pictures Must Tell the Story

Television is a visual medium. You need to communicate your message visually - the viewer should be able to tell what the advert is about with the sound off. Therefore, your visuals should be the most important part of your advert. Your script - the actual words used during the commercial - is the least important part.



Sell Through Emotions on TV

Successful television advertising sells through emotions. Television viewers rarely remember the details of an advertisement, but they can recall how the advertisement made them feel. Make sure they feel motivated after viewing yours.

Get to the Point Fast

Get to the point fast. You have about two seconds to grab the television viewer's attention, so use a strong opening image - the visual equivalent of a strong headline. You then have a total of maybe five seconds to say what the advertisement is about - if it's not clear you've lost the viewer for the entire advertisement.

Keep the Message Simple

Keep your message simple. Stress your benefits. And remember to stress them visually. You can do this by 'showing' what they are, rather than just 'telling' what they are.

Show Your Name Visually

Be sure to tell the viewer your name visually. Put it right there up on the screen, along with your logo, and your address and phone number. Better yet, hit them twice by having the voice-over announcer read it aloud at the same time.

Don't Forget the Call to Action

Don't forget your call to action. Tell the viewer what to do - Call now! Visit your local dealer; Compare the value; Come see us; etc.

Yellow Pages Advertisements

If you have a business phone line, you are automatically listed in the Yellow Pages in many countries. In addition, many small business owners also take out a display ad to enhance their message and drive people to their business. You might also want to place your message in Yellow Pages directories in other regions.

No matter what you decide, you can use these tips to help you create an effective advertisement.

Is it Worth the Cost?

Yellow Page Display adverts are very expensive. Do you need to advertise in the Yellow Pages? Only if that's where people look for a business like yours. Retailers, for example, need to be there. Some service providers (plumbers, lawn services, diaper delivery, hotels and inns, for example) need a presence as well. However, if you get most of your business through referrals, networking or other media, then you might want to just stick with the one-time listing that comes with your business phone service.

Different Sections of the Yellow Pages

If people look for your product or service in different sections, then you need to be listed in different sections of the Yellow Pages. Go where potential customers will look for merchandise or services like yours. If you



run a bed & breakfast that also serves dinner, you will need to be listed under 'Bed & Breakfast', 'Hotels', and 'Restaurants'.

Provide Information

People that consult the Yellow Pages are actively looking for information. For this reason your Yellow Pages advertisements should be information-driven, not image-driven. Provide as much information about your business as possible in an easy-to-read format.

Study Your Competitors' Advertisements

Because your advertisement will be listed alongside your competitors', you must find a way to stand out. If colour is available, you might want to consider it (even at the big additional cost. However, a cheaper, black and white advertisement with spot colour may help.). If your competitors run large advertisements, your advertisement needs to be the same size or larger. Otherwise you'll get lost on the page.

Use Bold Headlines about Your Product or Service

Begin your Yellow Pages advertisement with a bold headline that grabs the reader's attention. Don't put your business name as the main heading. Relate the heading to the product or service you provide. If you have an vehicle renting company, you might use something like 'Need to Rent a Car This Weekend? The answer, of course, would be yes otherwise the reader wouldn't be consulting the phone book.

State the Regions You Serve

Display the name of your company in a larger type size than your body copy, but not anywhere near as large as you main headline. Also, be sure to identify the area you serve. For the car rental company, it might say 'Acme Rent-a-Car -3 Convenient Locations Serving North of the River.'



State Why You are Unique

Briefly state what your business is about - be sure to highlight your Unique Selling Proposition (USP) to set yourself apart from your competitors. (For Acme Rent-a-Car: 'Short-term and Weekend Rentals Are Our Specialty'). Then go on to list your benefits - key services, and any incentives you might offer 'Late model sedans and vans; corporate discounts available; free pick-up and delivery; all major credit cards accepted; money-back guarantee'; etc.). Consider setting them apart by using bullets (•) and short phrases, which allow people to pick up the information in a short time.

Don't Use Reverse Print

Surveys have shown that the majority of customers don't call reverse print numbers ie white numbers in a black background.

Place Your Yellow Pages Advertisements Early

Don't wait until the last minute to book your advertisements. Yellow Page sales representatives become very busy as the date for placing adverts approaches.

They are also usually very poor administrators and won't follow up your draft proofs to ensure accuracy. They get paid for how many advertisements they place, not for their accuracy! So place your advertisements very early so you have time to check the proofs for accuracy prior to the final printing. This is very important or you could be wasting a lot of money and blow what could be your most vital advertising tool.



Make Your Contact Details Stand Out

Don't forget to make your phone number stand out. It should be in a larger point size than the body copy, and in a second color if you decide to go that way.

Remember, that's what readers are looking at the Yellow Pages for. And include your business address, email and web page set apart from the body copy, along with any other pertinent contact information.

OVERCOMING OBJECTIONS

Teaching Objective

In this Session, you will learn the following:

- The importance of listening to and overcoming customer objections.
- How to overcome customer objections.
- The need to add positives after a counter and then move to a 'Closing Question'.

Knowledge

At the end of this Session you will be able to:

- Understand the importance of listening to and countering customer objections.
- State the method of countering customer objections.
- Understand how to move into positives and then 'Closing Questions'.

What is a Customer Objection?

A customer objection is a negative point a customer states that causes him or her not to want to proceed with buying your product or service.

Objections may be strong or weak. Often objections are just small doubts, or are caused simply because the customer remains ignorant about some of the qualities or aspects of your product or service.

You should not worry about customer objections, as they are a normal part of Sales. Often objections work for you (provided you anticipate most of them and

know how to counter them effectively), as they can give you a great chance to explain more about your product and can help you lead to closing the deal.

Qualify the Customer First

You cannot hope to overcome all customer objections, nor should you waste time and effort in trying. For example, you won't be able to sell a bald man a comb – so don't even try. That's why it's important to first thoroughly understand your 'Target Market' and then to spend some time qualifying the customer before you attempt to overcome his objections before moving on to close the deal.



Objections Are a Part of the Sales Process

Nearly all customers have objections of some form or other, even if they are mostly made up as a tactic to bring down your asking price. They are simply a part of the normal sales process. You should be prepared for them and positively counter the objections with credible counter points or arguments.

You should know everything there is to know about your industry and your products or services. You know their strengths and weaknesses. You should also know all about your competitors' products or services and their strengths and weaknesses (if you don't you should if you want to survive!)

So you have no excuse for not anticipating most of the objections a customer may have before he or she even asks them. Then you also have no excuse for not carefully working out most of the counter points before you have even met the customer.

Any time spent in preparation before the battle to gain the initiative over the customer starts, will pay you big dividends. It's much harder to have to think on your feet to counter customer

objections once the sales process begins in earnest!

For example:

You know the price of your product or service is above that of your competitors. So you have to adopt a closing strategy suitable to your selling your product or service from the outset. In such a case you might adopt the sales strategy of using the 'Exclusive Club' close, where you make your customer feel exclusive and special if he pays more for your product or service just because he is one of the few who can afford it. (See the later Session on 'Dynamic Deal Closes' for details of effective 'closing' strategies.)

You also have to anticipate the customer's objections to the high price, which you know will surely come. Have your convincing and credible counter points already worked out, ready to use the instant you hear the objections.

As we constantly say in the sales industry:

'Preparation Prevents Petty Poor Performance.'

Unvoiced Objections

Not all customers simply come out and tell you why they are not proceeding with a purchase. That would be too easy! If that was the case, everyone would go into Sales and have an easy time! But we in Sales, know that life is not like that! To be a Sales Superstar you have to be a great operator. Being second rate, is just not good enough. No money in being second rate.

A customer may be reluctant to proceed with a purchase of a product or commit himself to a service, but not voice his or her objections. This is a very common occurrence. He or she may do this for various reasons such as:

- He doesn't know how to explain his objections.
- He just has a bad feeling about proceeding.
- He is afraid of some unknown

aspect that has not been explained to him.

- He is unsure of what's involved with the whole selling, delivery and payment process.
- He doesn't have a big enough deposit.
- He wants more guarantees or assurances of back up service.
- He doesn't have enough money at that moment.
- He doesn't like dealing with you, but would prefer someone else.
- He's not feeling well at that moment.
- He needs to discuss the purchase with his wife, but is too embarrassed to tell you.
- He needs to get the pre-approval of his partners, but is too embarrassed to tell you.
- He wants to check the prices you are offering with the competition as soon as you leave.
- He's indecisive and can't make decisions easily, but is too embarrassed to tell you.



So, you see, the customer may really like the product or service you are offering, but he or she may not be able to, or not want to tell you, exactly why they don't want to proceed.

This is where the skilled salesperson doesn't just give up and go home, or more on to the next prospect. He or she needs to discover exactly what the customer's objection or objections are (there could be many objections and these have to be all carefully overcome, one by one).

The Need to Ask Searching Questions

To find out all about what objections the customer may have, it is very important to ask searching questions of the customer, such as:

Salesperson: *“Do you like this shape and size?”*

Or

Salesperson: *“Will this size and colour lounge suite fit in your living room and match your décor?”*

Once you actually know what the customer's objections are, because of your experience with your product or service, your knowledge of the competition, and your experience with past objections with customers, you should have a very good chance of dealing with the objections by using well thought out and convincing counter arguments that, in turn, will lead to a 'Closing Question'.

A 'Closing Question' is a question whereby you actually ask the customer to invest in the product or service you are selling – see later for more details about 'Closing Questions'.

Or

Salesperson: *“I know you just love this new product and would like to buy it. However, I understand that as your wife will be a part user of the vehicle, you probably have to get her opinion. My wife is exactly the same (establish empathy with the customer). That is very wise of you. When does she return from work?”*

Customer: *“Oh, yes, I can see that you understand how difficult women can be about such things. She arrives home in about half an hour.”*

Salesperson: *“Okay, then, that's easy. I tell you what. I'll leave the new car in your driveway. When she comes, you show it to her. Let her touch and feel the luxury for herself. I've got another short appointment close by, so I'll go to that now*

and pop back in about two hours to see how you're both going. How's that suit you?”

Customer: *“Oh, great. That should be just fine.”*

Salesperson: *“Okay. See you in two hours. You wife will be so happy to go along with your decision.”*

So, we see that in this example, the salesperson has gained empathy with his customer by saying he, too, has a discerning wife who likes to give her opinions on major purchases.

Analysis of the Above Discussion

The salesperson is happy to leave the car because he knows the husband really likes it so he will put all the positives to his wife and he is the very best person to persuade her.

If the wife still has objections when he returns after two hours, the salesperson can then start to work on those. But it is better that she first hears all the enthusiastic positives from her husband and knows he supports the purchase.

Probably the wife is just a person who insists on having her say, and wouldn't object unless she was not given any say in the purchase. Thus, the salesperson is very wise to anticipate the husband's unspoken objection about needing to first consult his absent wife and then handle the husband's objection in this way.

Finally, just before he goes, the salesperson cleverly says to the customer the words that the wife will surely “go along with your decision”, thus confirming in the customer's mind that he has already agreed to buy the vehicle, even though he has not yet opening said so. By doing this the salesperson plants the seed of success for his pending sale.

The Trial Close

The 'Trial Close' is a question, or series of separate questions, that may have to be



asked, especially in big deals, to ensure that all of a customer's objections have been overcome, prior to asking the final closing question.

In a Trial Close you start off with asking normal, matter of fact questions to discover if any customer objections exist that are stopping the customer from going ahead with the deal.

You then patiently counter the customer's objections, one at a time, and move on to a Trial Close. If you can fulfil the requirements of the Trial Close, you can then move straight to a closing question that is a direct request for the customer to invest in your product or service;

For example:

Salesperson: *"Is this the colour and size you require for your new office desk?"*

Customer: *"No, not at all. I don't like grey and it's far too small a desk for my purposes. I prefer a larger desk and in a brown colour."*

Salesperson: *"Oh, okay, we have a good stock of brown coloured desks to the rear of the shop, please follow me. Oh, and would you like wood, or the less expensive wood veneer? I recommend the latter as they look almost the same, but are only half the price."*

Customer: *"Yes, okay, I do have a limited budget. I'd like to look at your stock."*

Salesperson: *"Okay, here you are, do you like this one? Is it the right size and colour? And you will note that the price is a bargain as it's marked down for a quick sale for this week only."*

Customer: *"Well, the colour is good, and the price is within my budget, but the size is still a little smaller than what I need I think."*

(Now, there are no more items in stock to choose from, so the salesperson must go to a Trial Close or lose the deal.)

Sales Person: *"Okay, I'll tell you what I'll do, if you are reasonably happy with this desk in most of its aspects, if I can reduce the price a further 10%, would you consider investing in this particular desk...?"*

Customer: *"Well, maybe I would..."*

(Now the salesperson uses the Closing Question, plus for good luck, gives another small, but helpful incentive of a free laminated Map Pad.)

Salesperson: *"Okay, great, so buy the desk now and we'll deliver it this afternoon, plus I'll throw in for free an attractive laminated World Map Desk Pad for good luck!"*

(Then the salesperson says NOTHING at all until the customer either accepts to buy the desk, or objects again, in which case the sales person simply overcomes the objection and goes straight into another closing question.)

Customer: *"Okay, it's not exactly the size I want, but it's close enough I guess, so I'll take it."*

Another sale made!!!

Counter Points or Arguments Must Be Credible

Don't forget to use good, convincing 'counter' points or arguments to overcome any customer objections. Lightweight counters are no good. Think carefully about the objections and always take them seriously, no matter how trivial they may seem to you. Counter them in a clever way (if you aren't a quick and clever thinker on your feet, do yourself a big favour and get out of Sales now!)



Try to anticipate customer objective and prepare possible counters ahead of time so you can improve the quality of your counter arguments. (Preparation Prevents Pretty Poor Performance.)

Try to get counter statements to lead towards a close as well.

Follow Countering Objections with Closing Questions or Statements

Don't forget to always follow up counter points to a customer's objections with some positives about your product or service and then by using a 'Closing Question' (which may also take the form of a statement, but this has the same effect as a question) that actually requests or prompts the customer to purchase the products or services you are selling.

Sometimes you may have to use a number of 'Trial Closes' first.

The 'Closing Question' can be very simple, such as:

Salesperson: "Why not make an offer now?"

Or

A bit more complex, taking the form of a summary, and follow on from a Trial Close situation, such as:

Salesperson: "Well, John, we've now been through the complete range of our photocopiers. You said that three models, the Lanier X3, the Sharp Y4 and the Parker Zoom, were within your budget and specifications requirement.

Personally, from my wide experience with copiers, and after listening very carefully to your requirements, I would like to suggest that the Sharp Y4 is exactly the copier you need.

Now, I've already asked if I can deliver it to your office free of charge and give you

a free 'Service and Maintenance Support Package' that you would consider investing in that particular copier. (The Trial Close.)

But I'll tell you what, because I know that your business is expanding and you will no doubt soon be in need of other office equipment, which hopefully we can supply, if you invest in this top of the range Sharp Y4 copier now, I will also include in the deal 500 reams of quality copy paper. How's that for a bargain?

So John, why not go ahead and invest in this magnificent copier?" (The 'Closing Question')

Once you have asked the 'Closing Question', DON'T SAY ANYTHING UNTIL THE CUSTOMER HAS REPLIED.



Remember, if the customer comes back with another objection, simply counter the objection, put a few more positives about your product or service and then ask another 'Closing Question' such as:

Salesperson: "Okay, John, you're a hard bargainer, but we want to please you, so now that we've agreed to lower the deposit from 10% to 5%, are you ready to invest in the Sharp Y4 now?"

Customer: "Yes, I'm happy to take it under those terms. Let's do the deal!"

Another sale made!!!

DYNAMIC DEAL CLOSES

Teaching Objectives

In this Session, you will learn and understand the following:

- The importance of having a full knowledge about 'Dynamic Deal Closes'.



- Learn and understand the various 'Deal Closing' techniques.

Knowledge

At the end of this Session you will be able to:

- State the reasons for learning and understanding 'Dynamic Deal Closes'.
- Discuss the various types of 'Deal Closing' techniques and when and how they are used.

IMPORTANCE OF DEAL CLOSING

Introduction

Deal closing is an art that must be learnt by every sales person. Closes are an essential part of the weaponry that assists every sales person.

To be successful, a salesperson must know as many deal closing techniques by heart as possible so he or she can always hold the initiative over the customer.

The salesperson must dominate his customer by:

- Personal qualities.
- Knowledge about the company.
- Knowledge about the products or services.
- Knowledge about how to sell.

Deal closing techniques allow the sales man to emerge as the final victor in his encounters with his customers.

DYNAMIC DEAL CLOSING TECHNIQUES

General

There are many deal closing techniques. Some have been listed here. Most are of a general nature so they can be easily adapted to different industries, situations and to both the closing of deal for products and services.

Sometimes a sales person has to resort to more than one type of closing technique.

Often he or she has to combine closing techniques.

The 'Yes Yes' Close

This close is where you ask the customer a series of questions to which the obvious answer is the word 'Yes'. Depending on the type of product or service you are selling, the final question is always along the lines of:

"Would you like to make an offer" or "Would you like to invest in one of these?"

For example:

Salesperson: *"The yellow colour of this gown is attractive isn't it?"*

Customer: *"Yes, it is."*

Salesperson: *"And the gown fits you very well too doesn't it?"*

Customer: *"Yes, the size is good."*

Salesperson: *"You always said you'd like a yellow ball gown. I think it makes you look younger and fresher. You say you'll be going to the Charity Ball next week?"*

Customer: *"Yes, on the night of 23 February."*

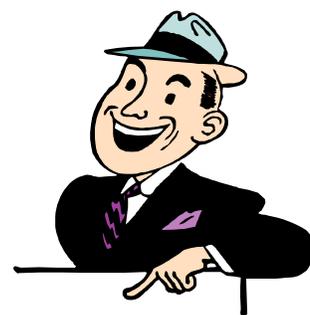
Sales Person: *"Okay, so treat yourself for a change, you're only young once; knock them out. Invest in this beautiful gown now and wow everyone at the ball."*

Customer: *"Yes, why not? Okay, I'll take it."*

The 'Pro – Con List' Close

This close involves the salesperson making a written list for the pluses (Pros) and minuses (Cons) of making a purchase or an order in front of the indecisive customer in order to convince him or her to take the product or service.

Just make sure your Pro list is a lot longer and stronger in content than your Con list.



For example:

Salesperson:

“Okay, I can see that you really do like the vehicle. It’s what you’ve always wanted, and we even have it in the blue colour you were seeking. But I can see you still have a small doubt. Don’t worry, this is normal with all the people who invest in our quality vehicles. Why don’t we just make a list of the Pros and Cons of investing in this vehicle and then you can decide if it’s for you.”



Customer: *“Okay, then, that may be helpful, as I’m a little confused about what to do.”*

(Make the written list in front of the customer – make sure you do the writing so you have the full control of what’s being listed and therefore keep ascendancy over the customer. Make sure you have good ‘counter points’ to overcome any objections or Cons the customer may have. Then ask the ‘Closing Question’. Don’t ever forget to ask the ‘Closing Question’ after giving your list of Pros and Cons and after overcoming all the customer’s objections.)

Pros:

- Right make.
- Good maintenance warranty.
- End of the financial year special discount if you buy now.
- Low monthly repayments.
- Finance is available.
- You can easily afford it.
- It’s what you always wanted.
- It’s low on fuel costs.
- It holds its value well over the years.
- It’s the latest design model.
- Low deposit

Cons:

- You have never had a new car.

- You haven’t sold your old car.
- You are afraid it will be stolen.
- You are concerned about insurance.
- Your brother prefers a car in a red colour, but we only have one blue colour available.

Possible Convincing Counters to the Cons Above

Con: *“My brother likes a red one.”*

Counter: *“But it’s going to be your car, not your brother’s, so you should pick the blue colour that you like. That’s fair since you are the one investing in this car.”*

Con: *“I haven’t sold my old car yet.”*

Counter: *“Don’t worry, we’ll give you a top trade in price for your old car now, so you can drive away in the car of your dreams!”*

Con: *“I have never bought a new car.”*

Counter: *“Well, then it’s high time you did! You work hard, you have a good job, you can afford it. It’s about time you rewarded yourself a little. We only live once!”*

Con: *“I am afraid it will be stolen.”*

Counter: *“You needn’t worry about that at all. All our new models come complete with the latest anti-theft immobilizing device which we are including free of charge for any purchases made this month.”*

Con: *“I am afraid about insurance costs.”*

Counter: *“Well, insurance is always necessary for any valuable asset, so no matter what you invest in, you have to face this cost. However, I note you have been driving for many years now and are over 25 years of age, so your insurance premiums will have a ‘no claim bonus’ attached and therefore will be greatly reduced.”*

After you have finished answering the Cons, make sure you stress the positives in the close and then ask the Closing Question such as:

“Ah, now we can see quite clearly that the Pros of our list easily outweigh the Cons, and in any case, you see most of the Cons are not really Cons anyway. So, now, are you ready to invest in this lovely new vehicle in the blue colour you really want?”

The ‘Discount’ Close

This is a well-used close and involves using Discounts to convince the customer to buy.

For example:

Salesperson: *“This week we are offering 10% off for every new model we sell to some lucky customer. This offer applies for this week only.”*

Or

Salesperson: *“This week we are giving 10% cash back to any lucky customer buying our latest model. This offer applies for this week only, so be quick with you offer.”*

(Cash Backs are different to Discounts because with Cash Backs, customers who borrow money from banks or credit companies for purchases can actually get cash money back in their hands, rather than having the purchase price dropped. This suits customers who have immediate cash flow problems, but no security to put up for a personal loan.)

The ‘No Payment Up Front’ Close

This close can be used for customers of good credit risk only. If you are sure that they have good jobs and a sound credit rating, you can close the deal of offering goods or services without the need for them to pay a deposit.

The ‘Interest Free Period’ Close

This close allows customers to buy without paying a deposit and without having to pay any repayments or interest payments for the outstanding debt for a period of time, say, up to 12 or 24 months. However, once they start paying, the Accounts Department of your company

should make sure the lost interest is added to the monthly repayments. Once again, it is vital that your customers are of a sound credit risk.

The ‘Bulk Buy’ Close

In this close, the customer is encouraged to buy a number of items, usually more than he wants, because he can get a good discount for a bulk purchase.

For example:

Salesperson: *“If you buy 10 now, you get 2 free. It’s a great deal.”*

The ‘Technical Language’ Close

This is where the salesperson quotes technical language, or industry jargon, to make his or her goods or services sound better.

Lawyers and doctors often resort to this jargon technique to confuse and impress their customers (whom they prefer to call ‘clients’) to they can charge higher fees. Salespersons can also use similar techniques such as using scientific language to support the credibility of quality tests undergone by their products in order to convince the customer of their soundness.

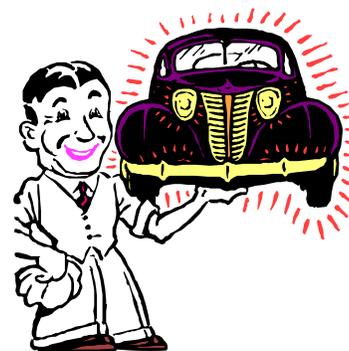
The ‘Picture the Dream’ Close

This close involves the salesperson painting a verbal scenario for the customer where he or she can more easily imagine the benefits of the product or service being sold.

For example:

Salesperson: *“Now, can you just picture yourself on owning that brand new car and smelling the new leather seats. Imagine driving into the countryside with you girlfriend next to you...”*

Who could possibly resist such a ‘Picture the Dream’ close?



The 'Introductory Offer' Close

This close is where the sales person tells the customer that his company is having a brief 'Introductory Offer' and that the customer should take full advantage of it by investing in the product or service now.

Time is off the essence, so he needs to act now, and not put off the purchase.

The 'Service / Maintenance Support Package' Close

This close is where the sales person uses the benefits of a Service / Maintenance Support Package that comes with the product to close the deal.

For Example:

Salesperson: *"If you invest in this truck today, we will include a 12 month free Service / Maintenance Support Package that covers you for all parts and labour."*

The 'Free Trip' Close

This close encourages the person to buy now because they will enjoy the benefits of a free trip to a certain destination.

For Example:

Salesperson: *"When visiting our new homes development on the Barrier Reef Resort Complex in Australia, if you invest in one of our new homes, we will refund the complete cost of your airfares and a week's accommodation immediately upon the settlement of your investment."*

Or,

For smaller purchases, you could enter your customer in a raffle for a prize trip:

Salesperson: *"When you buy this printer, your name goes into the raffle for a free trip for two to Disneyland in California. You could be the lucky winner. Someone has to win, and you have to be in it to win it."*

The Old Stock / Old Model Close

This close is used when the sales person wants to encourage a customer to invest

in old stock so he can get rid of it. By this close he can cleverly turn the old stock items, or last year's model car, to his selling advantage.

Remember, never use the words 'old' or 'second hand' when selling. Just say:

Salesperson: *"We have some items of odd batch stock going on special this week. These are perfectly good items, but these few items remain from a previous batch in high demand so we are willing to let you have these for a special price, just to clear our warehouse."*

Or

Salesperson: *"Why not invest in this one remaining vehicle model from last year? This year's model will be exactly the same body shape. The only difference will be a slight change in the headlights. Why not buy the model on hand rather than wait, just for the sake of that small change, plus we'll let you have it at the standard price as all the new models will be coming in at a 15% increase next week."*

Or

Salesperson: *"This pre-loved furniture is getting on in age now, but soon it may qualify to be in the 'antique' range and therefore greatly increase its value. People are always on the lookout for this type of furniture from the 1930's, so you are very lucky to find this in the store today. If you don't buy it right now, I'm sure it will be sold within the next day or two."*



The 'Family Approach' Close

In this close, the sales person alludes to the family's benefits if the customer takes the product or service. The family close is usually a good one to use with the mother, but it can also be used on the father, especially on big ticket items. Everyone wants the best for their families.



For example:

Salesperson: *“Just imagine how this air conditioning system will improve your family’s quality of life on those hot summer days and nights. Your children will sleep better and therefore be more attentive at school. Your wife will be in better mood when you return tired from work to relax in the lovely cool of your air conditioned family home.”*

The ‘Children’ Close

This is always a favourite with the alert sales person. Parents always want to do the best for their children, especially when it comes to their education.

For example:

Salesperson: *“This computer system comes with a number of free children’s educational software packages, including Encyclopaedia Britannica and Encarta. It also has the latest of on-line reference tools and an extensive electronic dictionary. This offer is good for this week only and could really positively influence your children’s future!”*

The ‘Experience It’ Close

In this close, the sales person allows the customer a brief experience of what it would be like to actually own the product or have the service.

For example:

Salesperson: *“Please sit behind the wheel of his brand new, top of the range, all singing, all dancing convertible sports car and just feel the luxury...”*

Or

Salesperson: *“Just sit for a moment in this vibrating massage chair and experience how it relaxes your whole body after a hard day’s work.”*

Or

Salesperson: *“Try a free 15 minute massage just to experience a taste of what our full 2 hour Body Pamper massage service would be like. You deserve some pampering. Please, just enjoy the free experience.”*

The ‘Demonstration’ Close

This is a favourite means of closing sales for new, technical or gimmicky products. In this close, a sales person actually provides a full demonstration to display the many attributes of his product.

The ‘Price Rise’ Close

This close is an oldie, but a goldie. The sales person says the customer should invest now as the prices will rise because of, say, inflation, next week by 10%.

Everyone is accustomed to periodic price rises, and everyone wants to beat them.

The ‘Genuine Sale’ Close

This, of course, is a well-used close. It has stood the test of time because it really works, despite some unscrupulous merchants abusing it. Everyone wants a bargain.

Regular genuine sales by a company should always attract ready customers. Most companies that hold regular sales often bring in low-cost, shoddy goods to sell at a lower price during the sale. This can work, but if used too often, regular customers will easily notice and not come for the sale.



Sales that mark down some quality items, especially slow moving items that are subject to fashion changes, are the ones that do the best. Customers attracted to

buy the discounted items can often be persuaded to buy other non sale items as well. The idea is to get the buyer in the shop.

The 'Free Trial Period' Close

This is a good close for sales persons selling services. For example, to secure a one year contract, the owner of a security company may provide a 'Free Trial Offer' for the first week on the provision that he wins the contract if everything goes well.

The 'Exclusive Club' Close

This is where the sales person makes the customer feel like he or she is joining an exclusive club simply by investing in the product or service.

For example:

A person who buys a Rolls Royce car or a Mercedes likes to feel like they are buying into an exclusive club of rich and discerning people.

Or

The bank may offer a 'Gold' credit card service to special rich clients who like to feel that only limited people can gain access to that special service.

Or

Airlines may encourage people to buy their expensive first class tickets because they offer them the chance to become members of their exclusive first class lounges.

The 'Limited Amount – Big Demand' Close

This close is another one that has stood the test of time. It encourages people to take advantage of the product or service while it is still in stock, or while the offer still lasts. It says there is only a limited supply, yet a huge demand.

Often the close technique limits customers to certain quantities of the product. There are two reasons to put on this limit. Firstly, if the offer is genuine, the company wants to attract as many persons to the

shop as possible so they may buy additional products. Secondly, it makes it seem that the customers are really getting a huge bargain and therefore the products or services will really sell fast, so to be fair to all, the company is limiting the amount any one customer can have.

The 'Limited Time' Close

This close is a time-tested one where the sales person uses a 'Limited Time' rather than a 'Limited Amount' pressure on the customer to bring about a close. It may say that the offer is only good for one week, or better still, is a 'One Off Special'.

Most closes can be combined with others for a stronger effect. The 'Limited Time' close is obviously a good one to use in combination with others.

The 'Show Special' Close



This close encourages people to invest in products or services simply because

they have been displayed at a Trade Show, or Easter Show. It implies the company is offering a special deal as the items are new to the market, or simply because they have been on display at the show and are therefore some sort of promotion offer. A special deal may apply, or it may not, it may be just the public's misconception, but this particular close still implies that a special offer is being made.

The 'Trade Price' Close

This close encourages tradesmen, or people in particular industries, to invest in a particular product or service because they feel that they may get special privileges, or prices, simply because they are in the same trade or industry as the seller, which may be a hardware warehouse, for example.

The 'Loyalty Card' Close

This close encourages people to buy a product or service because they can get special privileges simply because they are repeat and loyal customers.

The 'This or That' Close

In this close the sales person pretends to automatically assume the customer will invest in the product or service. He or she simply says to the customer:

Salesperson: *"Oh yes, Sir, would you like this colour or that one?"*

Or

"Would you like three or four, Madam?"

Or

"Will you be paying by cash or by credit card?"

Or

"Will I have it delivered or will you take it with you now?"

There are many other closes that may be used besides those listed above.

Many closes are used in combination with each other.

Remember first always qualify the customer carefully, or you could be wasting your time trying to use all your closes on a customer just not interested, or who has no money, or who has already purchased sometime along the lines of what your selling, or already uses the services you are promoting.

Remember to use trial closes on big deals in order to build up a reluctant customer to the final close.

Remember to use trial closes and searching questions to discover the customer's negatives or objections about your product or services. You need to know these in order to counter them.

Use credible counters effectively and try to use them to lead to a closing question.

Always put a closing question to close a deal.

Once you have put the closing question, do not say anything at all until the customer replies with an agreement to buy or an objection. Immediately counter the negative, or objection if there is one or two, and add a few positives, then go on to another closing question.

Once the customer accepts to buy your product or service, shut up and sign him or her up, or sell the goods.

ONCE YOU HAVE ACCEPTANCE, DO NOT TRY TO CONTINUE SELLING OR YOU MAY OVERSELL THE PRODUCT OR SERVICE, OR GIVE ROOM FOR FURTHER DOUBTS OR PROCASTINATION BY THE CUSTOMER.

NEVER TRY TO OVERSELL A CLOSED DEAL.

SIGN UP THE CUSTOMER, GET PAID AND THEN MOVE ON TO CLOSING THE NEXT DEAL.

BETTER, FASTER SALES!

Teaching Objective

This Session ties together all the previous Sales Sessions. You will learn the following:

- The sequence of making better, faster sales.
- You will learn how to handle the various skills needed at different times in the overall process of selling your product or service.
- You will recap on the relevant other Sales Sessions you have already covered and see how they all fit together in the one big picture.

Knowledge

At the end of this Session you will be able to:

- Understand the total selling process.
- Gain check lists of points to include in most of the processes for your future use.
- Know how to use sales skills to sell your product or service 'better and faster' so you can become a Sales Superstar.

Topics Covered

The 'Better, Faster, Sales' Session is a comprehensive overview of the whole sales process. It puts into a logical sequence many of the individual skills taught on this Sales training book.



In this Session we will examine the following topics and how they fit into the overall sequence of the sales process:

- Know yourself.
- Know your products and services.
- Know your company.
- Know your industry.
- Know your competition.
- Use of a sales tool kit.
- Use of a sales plan.
- Canvassing for appointments.
- Use of sales pitches.
- Need for rehearsals and demonstrations.
- Qualifying the customer.
- Deal closes.
- Counters and trial closes
- Paperwork.
- Deposits.

The Sales Method

Sales is the greatest of all the professions in terms of making money.

Remember, as stated earlier, if Time and Effort are worth 1, Method is worth 10! That's why franchises exist! They provide people with a proven Method of making money in certain businesses.

Whenever selling, always use a system or 'proven method'. It makes life a lot easier.

The various steps in Sales Method are shown below.

Know Yourself

Knowing yourself is vital to your success. You need to invest in yourself as you are your greatest asset. Improve your Form—how you present yourself physically, your Substance – what you know about your job and all that it entails and improve your Style – how your personality comes across to the customer.

If you are on the wrong road it is seldom too late to turn back and change direction. If your personal qualities aren't the very best they can be, work hard to improve them. You can only do this when you begin to truly 'Know Yourself': your present capabilities and your real potential as a sales person.

Know Your Product or Service

Know your product or service inside out. If it is a product that you are selling, your knowledge should not be limited to just knowing its name or that you are selling it. Also try to get to know the following:



- How it is made?
- Where it is made?
- Who makes it exactly?
- How long does it take to make?
- How much does it cost to make?
- Is it imported or made locally?
- Is it also exported?
- What maintenance does it need?
- What servicing does it need?
- How can the customer obtain these services?
- How much does it wholesale for?
- How much does it retail for?
- Can it be sold at special prices?
- Can it be sold at sales, if so, when is the best time?
- Are samples available?
- What advertising supports it?

- What company brochures or flyers are available?
- Is it featured on a web page?
- How long has it been on the market?
- Is in a model that is updated yearly?
- Is it perishable in certain conditions?
- Who else sells it?
- What are the competitors' prices?
- Do they sell exactly the same model?
- Do you have exclusive rights?
- Do you have an exclusive area?
- Is it effective?
- Can it be sold at discount for bulk sales?
- Does it need refills?
- Are refills readily available and at what price?

And these are only a few of the questions that should go through your mind before you even try to start selling your customer. If you haven't asked yourself these questions and prepared the answers beforehand, how can you possibly answer similar questions that will surely come from your customer.

If you do not know everything there is to know your product, and truly believe it in it, your customer will quickly realise this. You will lose the initiative over the customer and therefore closing him in a purchase will be extremely difficult, if not impossible.

Know Your Company

Learn all there is to know about your company. Before you even try to sell your product or service, you need to establish a good rapport with the customer. This means he must feel comfortable with both you and your company.

Things you need to know about your company in relation to you selling your product or service may include the following:

- How long has it been going?
- How big is it?
- Does it have branches outside of the home country and, if so, where?

- Where is the Head Office?
- What does its logo mean and represent?
- Who is your immediate boss and who is his boss?
- Who are you in charge of?
- Who is responsible for defining your market?
- What are the main products and services of the company?
- Which are the most successful products and services?
- How many other sales people are there?
- Who is also selling your types of products or services?
- Does the company have a good reputation?
- Who speaks English, who speaks other pertinent languages?
- Who is responsible for despatching the products?
- Who is responsible for sales person training?
- How can you get more training?
- How can you get more general sales support?
- What is the sales bonus structure?
- Does the company have an effective web site?
- Does the company have effective advertising and promotions?
- Who controls the advertising and promotions?
- Are the products or services you sell effectively advertised?
- Does the company have an R&D program on your product?
- Is the company experienced in providing the service you are selling?

Know Your Industry

Not only do you have to know all about your product or service, but you have to have a good knowledge about

the general industry you are involved in. By knowing as much as you can about your particular industry, you will be seen by your customer as more professional, especially if he or she is in the same industry.



By knowing your industry and how the current economic situation is affecting it, you can pass on useful information to your customer, who will be grateful to receive it, especially if he or she is in the same industry.

Knowing your industry also gives you a good chance to open your discussions with your customer on a softer, more general plane prior to focusing and then concentrating on the final 'close'. You may be able to provide information of mutual interest such as the latest trends and developments. This is especially useful for those in the electronics industry.

If you are skilful, you can use these industry trends, be they negative or positive, as reasons why the customer should not procrastinate, but buy now.

Know Your Competitors

Life would be so easy if we had no competitors! We could easily marry the person of our dreams without having to work at it or try to eliminate our personal limitations. We could just go out into the marketplace and people would beat a path to our display stand to buy our product or service.

Unfortunately, life is not so easy. We have to face competitors. Competitors are the ENEMY. We must know all there is to know about them in order to defeat them. This is a fact of commercial life and free enterprise. The good side is that competition sharpens our skills and makes us strong and the strong survive. Usually countries that don't have a private enterprise system have very poor economies and their people suffer accordingly.



Whether it's a single human being, a big company, or even a whole nation, you must continually strive to be the best and compete with the rest of the world. If you don't you won't develop and will be left behind with the cave men. In short, you won't survive.

So, watch the competition carefully. Learn all you can about them, such as:

- Who are they?
- How long have they been going?
- What is their reputation?
- Do they have a website?
- Do they have effective advertising and promotions?
- How well does your customer base know them?
- How many sales people have they?
- How good are they?
- Do they have any contact your customer base, if so, how often?
- Are any selling your type of products or services?
- What support is given to their sales people?
- What are their prices like?
- What is their support service like?
- What are the strengths and weaknesses of their products or services?

Prepare a Sales Tool Kit



When in Sales you have to be mobile. After doing the maximum preparation you can, you need to leave the comfort of your air-conditioned office and go out into the market place to meet with, dominate and close the customer.

To do this you need the tools of your trade. These include, perhaps, samples, brochures and all the vital items that you will need to successfully promote and sell your product or service to your customer.

This means that you need to have handy access to your tools of trade. You won't see a plumber separated from his tool kit when he's going out on a job and nor should a sales person be separated from his or her 'Sales Tool Kit'. The 'Sales Tool Kit' should be easily transportable from customer to customer.

Like packing your own parachute, don't trust anyone else to make up your 'Sales Tool Kit' do it yourself.

Prepare a Detailed Sales Plan

If you are going out to meet a customer and hope to seize the initiative over that customer so you can persuade him or her to follow your recommendations and invest in your product or service, you need a 'Sales Plan'.

A Sales Plan will consider such things as:

- Which customers you will contact?
- Are they available now?
- Will it be a first time meeting?
- What will be the main aim of the meeting?
- What are limitations that could hinder the success of the meeting and how can these be lessened prior to the meeting?
- Where and when is the best place to meet the customer?
- Are there any special additional items you will need to include in your 'Sales Tool Kit' for that particular meeting?
- Do you need assistance from anyone else?
- Do you need to make any bookings or reservations ahead of time?
- Do you need additional expenses money?
- What are the products or services you will represent?
- What is the best way to try to represent or sell at the meeting: by suggesting an auction, by suggesting a tender, or will it just be by a normal 'private treaty' means of selling.
- What additional information might the customer wish to know?

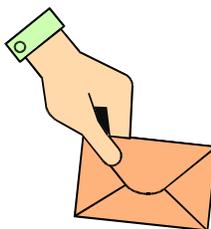
- What can I give the customer so he or she will remember the meeting and me in a good light?
- What literature, samples or other information can I leave with the customer after the meeting so they can better explain my product or services to others in their company?
- Do you have any personal background information on the customer or his or her business that you can study prior to the meeting?
- How long will the meeting take?
- Who else should be included in the meeting or told about it?

Continually Canvas for Appointments

Sales is a numbers game. You must continually 'hussle, hussle, hussle' for leads. The time and effort spent on getting good leads should far exceed the time and effort spent on actually trying to sell. In fact, the ratio should be about 80-20. Many salespersons do not grasp this very important point. As a result, they do not spend nearly enough time and effort in generating useful leads.

Two good ways to generate leads are:

By sending a Formal Introductory Letter



This letter should always be accompanied by a flyer about your product or services, followed a little later by a phone call. Following up an introductory letter is a good excuse for calling the potential customer. Also, hopefully, he has had a chance to read about what you are offering so it will be easier to ascertain if he is at all interested, or if you'll be wasting your time. Usually, just sending the letter without the follow up is a waste of time. You usually need to make a 'face-to-face' appointment with the customer to have a chance of selling even medium ticket items or services.

By 'Cold Calling' a Potential Customer

This is a quick way of establishing if a potential customer has any interest in your product or service, but is less effective and far less professional than following up on an introductory letter.

Once you get onto a possible lead or contract, do not try to sell straight away, except under very unusual circumstances. Your first step should be to make an appointment. You need to meet face to face with the customer, especially when selling the higher value products and services.

Here's an example of how a sales person may get an appointment.

Salesperson: *"Hello, Mr. Nguyen. This is Mr. Chan from XXX Company. How are you today? I was just calling follow up an introductory letter I sent out to you last week."*

"I was wondering, are our security services of any interest to your company? You know we have been operating in your district for over 10 years now and have many favourable customer references. We are also very competitive in our rates."

Customer: *"Well, maybe not in the immediate time, but within the next 6 months I am definitely considering some security for our new factory opening in District 2. Do you cover that region?"*

Salesperson: *"Ah, good. Yes, of course we do. I'm pleased to say that we cover the whole of Vietnam with our security services and already have a number of clients in District 2."*

"I wonder, will it be okay if I visit you sometime next week for just a short while. Then I can provide you with further details about our services and rates. This will give you plenty of time to think about what else you may need when you are ready to bring in the security cover."

Customer: *"Yes, okay. I guess it can't hurt to look at this point a little earlier than I intended to."*

Salesperson: *"Great. How about next Tuesday, 10 May at 10am, or would Wednesday at 11am be more suitable? How does that suit your schedule? I'll have all the information prepared before I arrive, so it will take less than 15 minutes of your valuable time."*

Customer: *"Yes, okay, Tuesday at 10am will be fine."*

Salesperson: *"Good. I really look forward to seeing you on Tuesday, 10 May at 10am. Goodbye."*

Analysis of the Above Conversation



The salesperson has asked a basic qualifying question to determine if the potential customer is interested in his security services. (Maybe the customer already

had security in place, so he'd be wasting his time trying to press for an appointment.)

The salesperson also took the chance to say some positive things about his service, but not too many. Save most of your sales pitch for the face-to-face meeting with the customer, when it will carry more weight.

The salesperson then took the initiative to set the time and date of the appointment. He gave a choice of two dates and times. He used here the 'This or That' close which makes the potential customer not consider saying no to an appointment, but think only of which choice he should make.

Finally, the salesperson took the precaution of again confirming the date and time of the appointment so there would be no misunderstanding or chance of a mix up later.

Qualifying the Customer

Always try to qualify the customer before meeting him or her. Don't waste time travelling to meet and trying to sell to

people who have no interest at all in your product or services.

The initial basic questions should not use words such as:

- How - many would you like?
- Why - do you wish to buy?
- Where - where do you want the delivery or service?
- What -product or service to you want?
- When - when do you want it?

But should use more subtle words that aim at getting an idea of the same answers direct questions using such words would bring. Remember, most of the time you would NOT ask these questions directly, or you may scare off the potential customer.

You have to be very subtle in how you ask your qualifying questions. That is why good sales persons always use a special vocabulary and choose exactly the correct words and tone for the occasion.

Prepare a Suitable Sales Pitch

Salespersons should always have standard, well-prepared sales pitches that they can go into at a moment's notice. However, the Sales SuperStar salespersons will all adapt their standard sales pitches to suit the circumstances, rather like you would adapt a standard resume to suit a new job you for which you may be applying.



Sales pitches aim to tell the potential customer all about you, your company and your product or service in a logical way, using the 'Beginning, Middle and End' structure using small, calculated bursts.

Always remember that time spent in rehearsal is never wasted. As a true sales professional, leave nothing to chance. Always try to rehearse your sales pitch, especially if:

- It has to be long.

- It covers a complex or technical subject.
- It uses sophisticated sales aids.
- Other sales persons are assisting in the presentation.
- You need to use demonstrations to show your product in its best light.
- Your sales pitch will be delivered to a group of people.

Prepare Sales Aids

No salesperson should ever go to see a customer empty handed. Always use suitable sales aids to sell off. These should all be included in your Sales Tool Kit and be ready, simple and easy to use. Make sure the aids support rather than detract from your sales pitch.

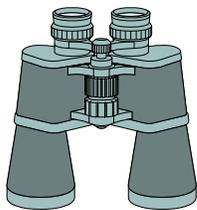
Conduct a Reconnaissance

Always try to conduct a reconnaissance of the area where you may have to meet the customer, especially if you have to do an elaborate presentation or demonstration. It will also make you feel much more secure when you get there. Then you don't have to worry about a strange environment, but can concentrate on your job of selling your product or service: Things to check on your reconnaissance include:

Inside Reconnaissance

- Number of seats available.
- Lighting.
- Access.
- Security (if you have to set up beforehand and leave your things overnight at the customer's premises.
- Equipment available from the customer.
- Any local staff to assist you if needed.
- Time it takes to get there (no use telling an irate customer 'Oh sorry, I'm so late, but the traffic was heavy' or 'Oh sorry', but I lost my way'.)

Outside Reconnaissance



As with rehearsals, time spent in reconnaissance is never wasted either.

- Include some of the above things, such as timings, and also check the weather report and select a suitable time of the day when it is not too hot or due to rain.
- Check for the availability of shade.
- Check how many people will be present and if they will be able to see and hear you.
- Check if you need a sound system.
- Check if the equipment you will use for the demonstration will be available and where you can securely store it before and after the demonstration.

Use 'Closes'

Everything you do in sales should be aimed at 'closing' your customer to buy your product or service. Everything you say should be directed towards introducing a 'closing' technique and then a 'closing question' which involves asking the customer to go ahead and buy your product or service. In most cases, if you do not 'close' you will lose your selling opportunity.

Use Counters and Trial Closes

Your customer may raise objections as to why he or she does not want to buy your product or service. This is a normal process in sales. You need to overcome these objections with polite 'counters' or explanations and clarifications. Then add some positive points about your product or service and then use either a 'trial close' or again use a full 'close' to try to get your customer to proceed with a commitment to buy.

Paperwork

Once the deal is closed and the sale made, do not try to continue selling. Get on with doing the paperwork. Ensure you have the paperwork with you in your Sales Tool Kit. If possible, try to complete most of it before you even meet the customer to save time. Do not use language like 'sign a contract', but softer language such as 'complete this paperwork'.



Deposit

If the customer does not pay immediately for your product or service, always try to get a big, non-refundable deposit. Without some substantial commitment from your customer your sale is always under threat. Remember the old saying in sales: 'The deal is never made until the money is paid'. In this case it's the Deposit. If you don't have a deposit, you have no deal.

SECTION 2: SHOP SALES STAFF

Points to Include in Customer Surveys

- What age?
- What sex?
- What nationality?
- How much do they want to spend?
- By what means did they travel to the shop?
- Are they buying for themselves or for a friend?
- Do they know the location of other shops owned by the company in other cities or centres?
- Do they know about the company website and how they can buy on-line?
- What do they think about the range of products?
- What products do they prefer?
- What do they think about the prices?
- What do they think about the gift items?
- What sort of gift items would they prefer?

SECTION 3: SELLING THROUGH TRADE SHOWS

TRADE SHOW PREPARATION AND PARTICIPATION

General Introduction

Exhibiting at trade shows, expos, conventions, fairs and other exhibitions gives a unique sales opportunity that can also help you to generate new leads, find suppliers, check out the competition, do some networking, and get publicity.

In short, you can achieve at one trade show what it would take weeks or months to do if you stayed home. And it may even save you money -- according to the Center for Exhibit Industry Research, it costs 62% less to close a lead generated from a trade show than one originated in the field.

But to accomplish all of the above careful preparation is needed. That means choosing the correct show, setting clear objectives, creating an effective exhibition, and promoting your presence. All this, before you even get to the show!

Teaching Objectives

In this Session, you will learn and understand the following:

- Benefits of trade show participation
- How to choose the right trade show
- Set clear objectives for your participation
- How to create an effective trade show exhibit
- How to promote your presence
- How to plan a follow up strategy
- How to budget for attending trade shows



Knowledge

- At the end of this Session you will be able to:
- Know the benefits of attending trade shows
- Select the best trade show for your company's needs
- Know what you want to achieve by attending a trade show
- Create an effective exhibit
- Maximize your promotion and exposure at a trade show
- Follow up potential customer leads
- How to prepare a budget for attending a trade show

Topics Covered By This Session

Topics covered by this Session include:

- Benefits of trade show participation
- Choosing the Correct Show
- Setting Clear Objectives
- Creating an Effective Exhibit
- Promoting a Presence
- Planning a Follow-up Strategy

Benefits of Trade Show Participation

Because so many buyers and sellers are convened in one location, participation in a trade show has many benefits, including:

- Trade shows are one of the least expensive methods of conducting in-country market research and testing to gauge customer attitudes.
- Trade shows provide face-to-face contact with buyers.
- Trade shows permit product demonstrations, which is an excellent way to promote and sell your product.

- Trade shows provide cost-effective direct sales opportunities.
- Trade shows offer opportunities to meet important agents and distributors.
- Trade shows provide a positive sales and public relations environment. Also, they provide the opportunity for members of your staff to meet other companies' personnel.
- Trade shows offer the opportunity to conduct market intelligence and monitor the activities of competitors.
- Trade shows can be useful for staff training, education, and recruiting.

Choosing the Correct Show

Trade Shows: Trade shows are one of the most effective means of introducing and promoting products and services overseas. Trade shows offer the opportunity to contact a great number of companies in one trip without incurring the expenses of numerous visits to the market. There are trade shows aimed at many different industries.



The exporter should look carefully at the type of buyers that will be attending a show, before deciding to participate. For information about international shows search the internet. With thousands of trade shows held annually, picking the one that will net you the greatest benefit for your investment of time and money can be daunting.

Another resource for finding out about shows are the relevant industry's trade associations, since many shows and conventions are sponsored by industry groups.

Here are some additional tips to help you make the right choice:

Don't Just Choose by the Numbers

Big trade show crowds can actually be a waste of time if they don't include people who are buyers or prospective customers for your product or service. Look closely at statistics of past years' shows to help you evaluate whether attendees fit your customer profile. The show manager should be able to provide you with this data.

Choose only a trade show that is directly relevant to your industry or you'll be wasting your time and money.

Most important: only go to shows where you have people on the ground such as a reliable distributor. All the better if the distributor can provide the products to display at the show as this will save a huge amount of money and hassle with freight and customs. Due to corruption and bureaucracy countries like India, Russia and Saudi Arabia are nightmares for aspects like this.

Ensure if you choose a show in a country that is not English-speaking that you have locals on your staff who are familiar with your products or services who speak the language. Ensure you have brochures printed in the local language.

Ask the Customers for Help

Talk to customers to find out what trade shows they attend, since shows that meet their needs will likely be attended by other prospects. You can also speak with your competitors to find out what shows they've found most useful.

Check It Out Ahead of Time

The best way to evaluate a show is to take a first-hand look in the year before you commit to the expense of taking part. So before you sign up as a participant, go to the show as an attendee. Is the show active and exciting? Are the people walking the show floor potential customers? Who are the other exhibitors and where would your product/service fit in the mix? Talk to people and keep your eyes open.

Evaluate it Carefully

Once you've got a list of show possibilities, ask these questions to determine if the show is the right one for your purposes:

- Is it big enough to draw a cross-section of prospects and vendors -- but not so large that you'll be competing against the giants in your industry?
- Is it in the right place, geographically, to attract your customers -- whether they are local, regional, national, or global?
- Is it scheduled at a time when you can service the new business you'll attract and follow up on leads?
- Are the show's promoters reliable and does the management have a proven track record of success?



Don't Wait Until the Last Minute to Get Set Up

Some popular shows fill up fast. If you wait too long, you could find yourself on a waiting list. Plus, the earlier you sign up for a show, the more choices you'll have regarding finding a good location for your booth.

Trade shows take a lot of careful preparation, especially if you don't have a local distributor located in the show region.

List of preparation Items to Consider

- Selection of products or services to display.
- Preparation of brochures in English and perhaps the local language.
- Careful packing for freight of the display items.
- Selection and packing of the support equipment such as tables,

chairs, stationary, and any ancillary equipment such as hoists etc that may be needed.

- Preparation of big display posters and supporting adhesives.
- Range of tools for erecting your displays, such as hammers, nails, pins, pliers, screwdrivers, rags, brooms, pans, rubbish bins, table cover cloths, string.
- If you go to many shows it's much cheaper to take your own display TV's and DVD's than hire, so these need to be carefully packed and prepared.
- Good quality DVD's and spares.
- Price lists.

If you have a smaller display, always try to do everything yourself to keep down the cost of set up. Keep it simple and allow yourself sufficient time to set up so don't arrive at the very last moment. If you have a big display you will need to work through the organizing agency to hire local contracts to erect your display. Do this as early as possible before all such services are booked out.

Setting Clear Objectives

To get the most out of the time, money and energy you invest in exhibiting at a trade show, it's vital that you decide what your purpose is for being there and set measurable goals. Everything you do before, during, and after the show should be evaluated in terms of whether it contributes toward reaching these goals.

Possible Goals for Trade Shows

Here are some reasons why businesses exhibit their goods and services at trade shows. Your goals may include several of these, or others that are important to your small business:

- Write sales orders.
- Identify and sign up possible new distributors and sales agents.

- Research the competition.
- Spot industry and target market trends.
- Generate leads for future sales.
- Build your mailing list with quality names of qualified customers.
- Find better or cheaper suppliers.
- Build rapport with current customers.
- Get press exposure.
- Generate excitement around the launching of a new product.
- Increase your company's visibility within the industry.

Staff Your Booth Adequately and Smartly

You can't do it alone. No matter what your goal, you will need at least one person to spot you when you leave the booth to take a break or to check out the competition. Your staff should be well-groomed, well-trained, friendly and knowledgeable. They should understand your goals and know their role in reaching them. If you don't have employees on the payroll, hire relatives, friends, or part-timers. Most of all try to get the local distributor to run the booth and you give him or her support in the form of brochures or technical advice. Provide a good supporting presence, but let the local distributor manage the booth wherever possible.

Focus Your Message

Pick just two or three key ideas that you want to get across at the show and train yourself and your staff to "stay on message". Design your graphics, pre-show promotion, literature and show directory advertising around your message. If one of your aims is to sell your products directly at the show, choose only your fast-moving lines for display.

Create a Budget

Once you know which show you're going to and what your goals are, draw up a budget. Without a budget, costs can quickly spiral out of control (last minute impulse purchases to jazz up your booth, for example) and defeat your best laid plans. One rule of thumb is that your space costs should represent about a quarter of your total budget. So when you



know what you'll be paying for space rental, multiply by four for a rough idea of your expenses, excluding personnel costs.

Don't waste money on booth hostesses. And spend only very small money on free giveaway items such as hats and pens. If you are running a small booth don't bother at all with such items. They are just an added expense that achieve little or no positive effect.

Creating an Effective Exhibit

Where your booth is located and how your booth looks will have an impact on your trade show success. Use these tips to help you along.

Shoot for a high-traffic location

Be sure to look at a floor plan before you choose your site, the earlier the better so you have a chance to select the best location possible for the price.

Foot traffic is heaviest in certain areas of a typical trade show floor. Look for corner locations near entrances, food concessions, rest rooms, seminar rooms, or close to major exhibitors. Try to avoid dead-end aisles, loading docks, obstructing columns, or other low-traffic regions.

Consider Sharing a Booth

New exhibitors often get the least desirable locations. One way around that is to share a well-located booth with a colleague in a related business; however,

ensure it's one that has products and services that are complementary to yours, not in competition. Talk to your sales representatives, or try to hook up with an established exhibitor whose products or services may enhance yours. For example if you are selling stone lifting equipment it could be good to link in with a company that sells granite or marble.

Elate the Senses

Make sure people coming to your booth can experience your product or service. Let them touch, see, feel, hear or taste it. Are you selling decorative pillows? Display them in an appropriate setting and have samples that buyers can touch. Have you developed a new software package? Be sure to have multiple computer terminals available for attendees to try the package.

Keep it simple

Don't go overboard with booth graphics. One large picture that can be seen from afar may have a greater impact than many small ones. A single catchy slogan that describes your business may say more than long blocks of text.

Promoting Your Presence

Remember that the best trade show planning will fail if nobody knows you're there. Three-quarters of show attendees know what exhibits they want to see *before* they get to the show. Strong pre-show promotion will let your customers and prospects know about your exhibit. These tips will help.

Work the Phones

A month to 6 weeks before the show, start calling your top customers and prospects to set up meetings.

Many people arrive at a show with a firm schedule and have little or no time for other booths, so it's important to get on that schedule as early as you can. Be



sure to confirm all phone meetings a week or so before the show.

Send out Emails

The show's management will often let you purchase a mailing list of pre-registered attendees. Try a simple pre-show emailing focusing on one or two benefits of dropping by your booth. Be sure to it includes show contact information, including your booth number.

Use the Press

Issue press releases to trade publications and local papers that will be covering the show. Your release should highlight something newsworthy about your exhibit -- a new product introduction or a special demonstration, for example. You'll also want to prepare plenty of press kits for the show, and be sure to drop it by the press room so reporters can find it.

Look Out for Show Publications

Advertising in publications that are distributed only at the show can be expensive and ineffective. These publications often have a narrow focus, and they get lost in the blizzard of paper that rains upon trade show attendees.

Planning Your Follow-Up Strategy

The time to plan your follow-up strategy is before the show begins. That way, you can reach prospects with your follow-up message while the show is still fresh in their minds. Below are some things you should know about follow-up.

Make Follow-Up a Priority

According to the Center for Exhibition Industry Research, 80% of show leads aren't followed up. Make lead follow-up your number one priority after a show, taking precedence over just about everything else -- including catching up on what you missed while you were out of the office.

Write Your Follow-up Mailer Before the Show

Your post-show emailing/ mailing can be as simple as a thank-you note or a brochure with a cover note. Write it and have it printed out before you leave for the show, so you can send the mailing immediately upon your return.



Qualify Leads During the Show

Rank your leads by level of importance and interest, and base your post-show efforts on these priorities. Phone your hottest prospects within a week after the show ends -- the longer you let them sit, the staler they'll become. Send everyone else some kind of follow-up mailing.

Keep Your Promises

Be sure that you keep any promises you made at your booth. Have enough brochures and product sheets on hand before the show so you can send out requested information promptly.

BUDGET FOR TRADE SHOWS

Budgeting for Trade Show Participation

Thorough planning for participation in a trade show is essential for the success of the exhibit. Unfortunately, many companies overlook the essential preparatory step of adequately budgeting for the show. While budgeting is more difficult for the first trade show, the costs of future shows should be easier to ascertain.

To help you construct your budget for participation in a trade show, these student notes have included a Budget Framework for Trade Show Participation in Appendix A.

On the most basic level, the expenses involved in trade show participation are:

Space Rental

Prepayment of booth space is vital. Having paid in advance, your company is more likely to obtain a prime location at the show and will also benefit from early payment discounts. In addition, late payments could result in the cancellation of your booth reservation or additional late charges.

Exhibition Booth Design and Construction

In most trade shows rental space does not mean that you will receive a constructed booth. Thus, your company will have to make arrangements for the design and construction of a booth. In such instances, booth fittings will also need to be rented. Such fittings include shelves, tables, chairs, telephone, water, plants, carpeting, electrical fittings and a chiller or freezer, etc. Due to these additional rental needs, this component is often the most expensive portion of trade show participation costs. Try whenever you can to take your own fittings to avoid expensive hire costs. If small, always establish your own booth to reduce contractor costs.

Promotion

Effective promotion both before and during the trade show is necessary to ensure your success. While the organizers' promotion will bring visitors to the trade show, your company must carry out its own promotion in order to attract visitors to its booth. Your company will benefit most from trade show participation if you do research and contact potential customers prior to the show.

Shipping and Customs Costs



The costs of shipping samples and booth materials to the show should be well planned. Depending upon the location of the show, your company needs to allocate the adequate amount for shipping expenses. Forethought and careful scheduling are

vital in order to avoid additional charges, which can be incurred from delays in shipping, improper completion of customs documents or storage charges.

Be very wary if shipping to places like India, Russia, Saudi Arabia etc. These locations are riddled with corruption and bureaucracy and may have huge costs and difficult goods clearance procedures. Only ever directly participate in a show in these sorts of countries if you have very reliable and experienced people on the ground who speak the language. Follow up of every aspect by these people is absolutely essential to the success of set up.

Personnel Costs

The costs incurred by the company representatives who attend the show are considered personnel costs. The major components of these costs would include accommodation, airfare, ground transportation and meals.

POSSIBLE TRADE SHOW BUDGET HEADINGS

1. Space Rental \$

2. Booth Design Construction

A) BOOTH

- Designer's fees (only large booths).
- Booth building/erection including material, labor,
- transportation, dismantling, etc. (only for large booths).



SUBTOTAL: \$

B) BOOTH FITTINGS

- Rental display units ie: racks, furniture, tables. (But try to take your own.)
- Carpeting/wall covering.
- Sampling equipment.
- Electrical fittings.

- Refrigeration if required.
- Video recorder/TV.
- Internet connection.
- Catering (cups, glasses, etc.)
- Waste containers.
- Storage units.
- Water supply, sink etc.
- Potted plants.
- Tools.
- Posters.
- Support equipment such as hoists.

SUBTOTAL: \$

3. Promotion

A) PRE-FAIR

- Product/company brochures ie: design, printing and translation.
- Mailing list purchases.
- Direct mail, promotion.
- Press releases.
- Advertising (local/trade/press).
- Reception room rental.
- Entrance tickets for buyers.

SUBTOTAL: \$

B) TRADE SHOW ACTIVITIES

- Booth hospitality.
- Booth photography.
- Video services, VCR/TV rental.
- Reception -- room rental and catering.

SUBTOTAL:\$

C) OTHER PARTICIPATION COSTS

- Insurance.
- Return freight.
- Free gifts/samples, etc.

SUBTOTAL: \$

4. Shipping and Customs

- Packing and transportation to show site.
- Storage at port of entry/site of show.
- Customs brokerage charges.

- Customs clearance charges.
- Insurance.
- Return freight.

SUBTOTAL: \$

5. Personnel Costs

- Pre show visit To conduct reconnaissance and finalize arrangements with organizers and maybe contractors.
- Airfare, accommodations and meals for the reconnaissance.
- Actual attendance at the trade show including airfare, accommodations and meals
- Local transport

SUBTOTAL: \$

TOTAL COST: \$

Contingencies: \$

GRAND TOTAL \$

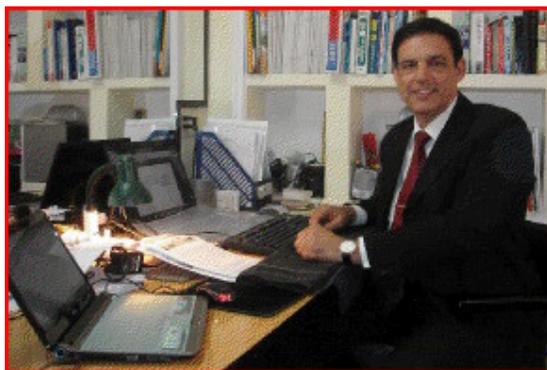


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B.A.(mil), Adv. Cert. Bus., psc*

Other Positions / Offices Currently Held:

Corporate Manager, Tupperware (Multi-level Marketing, Vn.)

Corporate Associate, Aardwolf Vietnam (Manufacturing, Vn)

Director, Australian Business & Property Service (Property and Business Development, Au)

Director, Zappa Holdings (Property Development, Au)

Director, Vietfilm Enterprises (Movie Development, Vn)

Corporate Manager, MacComack Associates Consultants (M&E Engineers, Au/ Vn)

Corporate Manager, Dome Consultants (Civil Engineers, Au/ Vn)

Corporate Manager, Empire Automation Vietnam (IT Global)

Professional Experience

Vietnam 2003-2011 (2nd Tour)

- President & CEO, Star Corporate Vietnam (Investment, Corporate Services, Business Development, Outsourcing, and Training)

- Chief Business Development Consultant, Vung Tau Sea Bass Project (Project Work)
- General Director, Norco Tiles (Vietnam) Ltd (Manufacturing)

Australia 1990- 2002

- CEO, Australian Business & Property Service (Business and Property Licensed Valuations, Sales and Leases- Commercial, Industrial, and Residential – All Aspects of Franchises, Corporate Governance and Board Representations, and Industrial Advocacy)
- CEO, Trans World Developments (International Management Consultants, Corporate 'Fix It' Services, Strategic Business and Marketing Consulting, Corporate Governance, Board Representations, and Corporate Training. Assignments in India, Thailand, South Africa, Eastern Europe and S.E. Asia.)
- Media Advisor, Channel 7, Australia, on the 1st Gulf War (Presentations)

Vietnam 1988-1989 (1st Tour)

- Manager, Special Projects, Stinoc Limited (Corporate Governance, Board Representations, International Project Development, Investment and Corporate Support Services and Training)
- Chief Management Consultant, Aztec International, Floating Hotel Project, Saigon (Contracting and Legal)

Saudi Arabia 1985-1987

- Business and Contracts Manager, MBP Australia, Environmental Protection and Anti Oil Spillage Australian and Saudi Arabian Government Joint Venture (Project Management, Administration and Manpower Mobilizations)

Egypt and Australian Command & Staff College 1982-84

- Commercial Officer, Multi-National Force & Observers (Commercial Management)

Military Experience

- Graduate of the Royal Military College, Duntroon, Australia
- Strategic Intelligence and Counter Terrorist Analyst
- Training Development Officer Using the 'Systems Approach to Training Development'
- Graduate of Command & Staff College, Australia:

One Year Full Time Senior Management and Training Course for Selected Students Only.

Professional Licenses and Certificates (Additional to Degree Qualifications)

- Investment and Corporate Services (Vietnam) Licence
- Human Resources Management Licence
- Business Valuations and Sales Licence
- Property Assessments and Sales Licence
- Industrial Relations Advocate
- General Auctioneer's Licence
- Credit Management & Mercantile Agent / Corporate Investigation Certificate
- Media Interviews and Presentations Certificate
- Former Justice of the Peace in Western Australia

Books & Theses

- In the Dreaming
- Contract Management in Saudi Arabia
- A Melancholy Dualism
- Beyond the Horizon
- The Indonesian Integration of East Timor
- Take the Hits and Other Poems
- Sorrow of War Film Script
- Memories of the Mekong & Other Stories: A Brief Human History of the Initial Development Period in Vietnam and Cambodia from January 1988 – January 2007
- Sales Superstar
- Exporting and Distributing
- Better Business Skills

Selection of Articles

- The World's Most Professional Machine (KGB)
- Come the Revolution (Artillery Equipment)
- The Defence of Port Phillip Bay
- The Afghan Wars
- Strategic Intelligence
- Joint Intelligence
- Wilfred Owen: A Portrait of a Soldier Poet

Interests and Sports Representations

- President, Fremantle Amateur Anglers' Club
- Duntroon 1st XV Rugby Union Team
- Australian Combined Universities Rugby Union
- State of Western Australia Rugby Union Team
- Australian Southern States Rugby Union Team
- Duntroon 1st X1 Soccer Team
- Queens Park United 1st X1 Soccer Team