

Welcome to the only newsletter that helps you get more profitable laundry/kitchen chemical sales. [Getting Your Share](#) is a regular monthly publication sent to you free from the people at *INTEGRA*.



## **CREATE FUTURE VALUE**

### **YEAREND TIPS FOR SALES SUCCESS IN 2008**

This is the final issue of *Getting Your Share* for 2007. In it, I would like to wish you all a joyous and happy Holiday Season, and a prosperous 2008. It is this last part - *A PROSPEROUS 2008* that is the subject of this final issue of GYS for 2007.

### **SIX TIPS FOR A PROSPEROUS 2008**

#### **1. FIND HIDDEN OPPORTUNITY IN YOUR CURRENT CUSTOMER RECORDS...**

I know you keep good customer records, so I won't go into specifics on this task, but you probably didn't realize that there's hidden gold in your current customer list. Here's how you find it:

Go through each customer's record, and find at least one new product you can add to the customer's purchase list. Having this information with you when you start making the rounds in 2008 will help you be prepared for selling your customer on this new product. This will do two things for you:

1. Selling products early in the year gives you more months to enjoy the sales commissions. The earlier you start, the more commissions you get in 2008.
2. If your average customer buys six products from you each month, adding one more product means you will increase your case movement by 17%. This is right there for you and already "in the bag," *and* you don't need to sell one new customer.

Just a couple of rules: first, don't sell products that will replace existing ones, and second, sell products that will repeat often, preferably every month.

## **2. TARGET QUALIFIED CUSTOMERS FOR PRODUCT UPGRADES...**

Going through your customer list again, identify those customers who need (or will accept) a product upgrade. By this, I mean raising the quality level of the products these particular customers are currently using.

Doing this will help you:

1. Secure your business because your customers will be using better products and will by definition, be more satisfied.
2. Make more money because better products command higher prices, and deliver better margins.

## **3. UPGRADE PRICES WHERE POSSIBLE...**

WHAT! you say, "I can't just raise prices whenever I want to." Well, you're right about that, but I'll bet you that there are some customers out there that aren't paying enough for the products they're getting, and it might just be your responsibility.

Now's the time to comb through your customer's prices and plan to raise those prices you know are way too low. You might be skittish about this, but remember two things:

First, every one of us has misquoted prices, and had to live with it. The best way to handle this is just be honest about it with the customer, and say you made a mistake, but you honored your word, and now it's time to get it right. You'll be surprised how many customers will just say OK.

Second, The first of the year (almost every year) companies raise prices. So this won't really catch your customer by surprise. In other words, if you're going to raise prices, the beginning of the year is the best time.

Just "correcting" prices on those products you know are under priced can give you as much as a 20% increase in your profit percentages, and much of this will go right in your pocket.<sup>1</sup>

## **4. ASK EVRY CUSTOMER FOR A REFERRAL...**

It's really no secret that the best (and easiest) way to sell your products is on referrals. Yet, in the thousands of sales calls I've made with sales reps, I can honestly say that it was on less than ten percent of those calls that I actually saw my sales rep companion ask for a referral.

This is something I have always found amazing.

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<sup>1</sup> Example, if your average margin is 30%, a 6% increase to 36% will give you a 20% raise - think about it, and it's probably out there just by upgrading prices you already know are too low!

So, make yourself the following promise:

I WILL ASK FOR ONE REFERRAL EVERY TIME I MAKE A CALL ON ONE OF MY CUSTOMERS DURING THE FIRST QUARTER OF 2008. I WILL DO THIS BECAUSE I KNOW THAT THE EASIEST WAY TO A SALE IS THROUGH A REFERRAL. I ALSO KNOW THAT IF I DO THIS, I WILL HAVE MANY MORE ACCOUNTS EARLY IN THE YEAR THAN I WOULD OTHERWISE HAVE.

Think about this too: Your customers believe in you and your company - otherwise why would they do business with you? So... why would they mind giving you a referral?

## **5. CALL ON THE ACCOUNTS YOU LOST THIS YEAR SOMETIME IN JANUARY...**

Calling on accounts you've lost pays a better dividend than cold calling, and here's why:

1. Customers who've done business with you before will likely do it again.
2. Competitors often make promises they don't keep (imagine that!), and you can easily exploit this failure.
3. People you didn't "mesh" with might have left and gone to another job.
4. By now you might have new or better products to talk about with your ex-customer.

Yes, situations change, and a former customer might be surprisingly happy to see an old friend - you never know. Because they've done business with you in the past, you've already got credibility. So Rest assured that the odds are good when calling on accounts you've lost to a competitor, or to a change of management. Just be sure you've got something new to talk about so that the former customer will be interested, and not want to re-hash the past.

## **6. This one is a first cousin of #5 - GO THROUGH YOUR COMPANY'S "DEAD" FILES TO LOOK FOR OPPORTUNITIES...**

ONCE AGAIN, THESE ARE PEOPLE WHO'VE DONE BUSINESS WITH YOUR COMPANY IN THE PAST.

So, you've got an edge here because the prospect will know about your company, and chances are, they had a good experience. Many times customers drop off the active rolls simply because people quit calling on them, or failed to develop them into better customers.

See all these "lost" people in the first quarter of 2008. You'll be surprised at how well this works. Again, be sure you've got something new to talk about, and don't re-hash the past. Juts start it off like a new call to a new prospect.

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**There you have it, six simple things you can do to get a head start on a full year of prosperity in 2008!**

## **INTEGRA PRODUCT OF THE MONTH**

# ONE-STEP

**Help your customers clean and sanitize in one step. One-Step is an acid based cleaner/sanitizer for cleaning hard surfaces like those found in bathrooms, and anywhere you'll find porcelain surfaces.**

**ONE-STEP will save your customers time and money!**

**First gets the business, second gets the leftovers, third gets thrown out - which one are you?** I hope you enjoyed this issue of *Getting Your Share*. Be sure to sign up for the full version to get additional tips and insights – it's free and delivered only via e-mail. If you have any comments or suggestions for this newsletter please e-mail me at [JW2437@excite.com](mailto:JW2437@excite.com). To sign up for the full version of *Getting Your Share* call Leif Anderson at 1-800-366-2477, and say "sign me up." You can also visit *INTEGRA's* website [WWW.theintegraprogram.com](http://WWW.theintegraprogram.com) to sign up, and find more exciting tips and information while you're there.

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