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CREATE FUTURE VALUE **SELLING INTEGRA**

Ever see really stupid TV ads? Or better yet, did you ever see ads where you wonder “what is the point of this ad?”

Let me give you an example of one: Suzuki Motor Corporation is currently running ubiquitous ads featuring a young man and a young woman (both dressed in black) who look trendy and kind of “edgy.”

This couple is seen in a continuing saga where they challenge each other to a race (apparently), one drives an auto, and the other a motorcycle.

This is a continually developing saga, and I can only guess that Suzuki has spent millions in these ads.

Now comes the question: do the ads sell Suzuki autos and motorcycles? (Which is the ultimate desire of Suzuki – I guess.)

Well, let’s pretend we’re an average audience composed of a cross-section of Americana, and ask ourselves the following questions, which questions we’ll also answer.

1. **If I’m over 40, does this ad say anything to me?** Answer – No, I get the impression that these vehicles are just for

some young hip crowd that I can’t relate to, so I tune out.¹

2. **Do these ads give me any useful information about Suzuki vehicles on which I can base a buying decision?**

Answer – No, the ads just tell me that Suzuki’s are racy and cool. If I’m under 40, I might want these things, but I’m still lacking key buyer’s information.

3. **What is the main Suzuki ownership benefit these ads convey?**

Answer – I guess they’re about two twenty-something’s trying to one-up each other, or about a male/female competition of some sort. So I suppose the benefit of owning a Suzuki vehicle for me as a male is that I can somehow demonstrate my virility to females, and if I’m a female, I can throw this virility stuff right back in the face of boorish males. It’s kind of confusing really.

¹ I don’t understand Suzuki here, the over 40 crowd has far more disposable income than those under 40, and consequently can more afford expensive toys, which is how the vehicles are presented – not as having any utilitarian value at all.

Also, if Suzuki is only for the young and trendy, as I grow older, I’ll neither be young nor trendy, so I’ll drop Suzuki and opt for a Ford. So these ads work against Suzuki keeping a customer for life – no auto manufacturer can survive on one-time sales. In this sense, the ads are self-defeating.

4. Now the really important question: **Would watching these ads over and over inspire me to buy the product they're selling?** Answer – If I'm over 40 (male or female), absolutely not.² If I'm a woman under 40, probably not.³ If I'm a male under 40, probably not.⁴

I'm not sure how this ad series was sold to the executives at Suzuki, and I'm not sure how well it's working, but I know it has three serious and fundamental flaws.

First, it appeals only to a narrow slice of the young American male population. I don't know, but I'd bet the average Suzuki dealership would be happy to sell their cars to 90 year old grandmothers if they wanted them.

And I don't think Suzuki Corporation wants only the small male buyer population these ads would draw into a dealership. I'm sure they too would take the 90 year old grandmothers without hesitation.

Second, the ad attempts to sell two completely different vehicles (things) at the same time: a car, and a motorcycle. This is a very difficult thing to do, and is never advised by marketers because it is confusing.

In the Suzuki ad, the viewer must be asking "Do I want the car or the motorcycle?" The danger is that his confusion might cause him to buy neither. Sellers must create intense desire and focus

² Here Suzuki's lost half (and the more affluent half to boot) of it's potential customers.

³ Most women under 40 really don't see themselves in this role of being a hardcore "I can defeat any man" siren. The small percentage who do might be interested.

⁴ First, I have no information on which to make a buying decision. Second, do I want a car, a motorcycle, or both? Third, do I want a vehicle that will attract only "in your face" females – most men wouldn't?

on a single idea to guarantee a sale. Mixing desires almost never works in selling situations.⁵

Third, and the most serious, Suzuki is making a one-time sale here, to a small segment of the American market. This is suicide!

The average American car buyer will purchase a new car at least once every three and one half years. Over a lifetime, that's at least 15 automobiles!

Will Suzuki's expensive ad campaign lay this kind of foundation? I doubt it.

This leads me to the following statement:

EVERY AD OR MARKETING EFFORT YOU MAKE SHOULD BE DONE WITH SECURING FUTURE SALES AS THE MAIN OBJECTIVE.

Not doing this is a strategy to fail. Hard as I try, I can't see this in Suzuki's ad campaign.

THE ULTIMATE SALESMEN

No offence to Suzuki, but do you want to see some of America's finest salesmen? You don't have to attend a seminar or even leave your easy chair, just tune into any of the countless half-hour infomercials you can see 24/7 on your TV set, right in the comfort of your own home.

These guys do it right, and do they sell? You bet they do!

⁵ This is why I never advise sellers of kitchen and laundry products to try selling both departments at once. More often than not, customers get overwhelmed and buy nothing. This is also the same reason I do not advise setting up one laundry machine (out of three for example) as a test – customers get confused, and because they really haven't made a solid commitment to your products (they haven't been sold), will easily decide against you with the slightest problem – their focus is not on your products, it's on several factors at the same time – CONFUSION KILLS SALES!

They sell by doing seven things every salesman must do:

1. Focus on a single product or service, don't confuse your prospect by mixing offers.
2. Give your prospect as much information about your product or service so that no questions remain unanswered.
3. Drive home the main benefit your prospect will gain if he buys your product, and demonstrate this benefit as many ways as possible. Make it crystal clear.
4. Address and satisfy all possible objections – leave none for your prospects to think up on their own.
5. Sell to the biggest audience possible. Don't sell to niches (*unless* your product design requires it).
6. Ask your prospect to buy your product as often as possible without being tiresome.
7. Make it simple and easy to buy your product from you and only from you.⁶

Now here's the big question: Does Suzuki's ad campaign do any of the things I listed above?

I don't think so. And before you get down on Suzuki, please understand that I'm only using them as an example, there are many more pointless, costly, and self-defeating ads running on television (and radio and in magazines) that could be used equally well as examples.

Now here's an even bigger question for you: Do your advertising, marketing, and sales efforts meet the above criteria?

⁶ As long as you're studying infomercials as a design for your sales efforts, be sure to look for the Master Seller of all, Kevin Trudeau. Like him or not, he's the best of the best. Watch his infomercials on weight loss, and you'll be watching a true master of sales – he should charge sales reps to watch!

Do your company's advertising and marketing campaigns follow the rule of focusing on future sales and a growing customer base, or are they aimed at narrow markets and one-time sales?

Over the last thirty years, I've worked with many master sales reps, and without exception, they follow the seven rules I laid out above.

Also in my last thirty years, I have worked with many successful companies, and without exception, they follow the "golden rule" I stated above.

In my two supplements this month, I will talk specifically about marketing and selling INTEGRA products.

HOT SALES TIP

As early as possible in your sales presentation, introduce your main selling proposition. This is simply the main benefit you're offering your prospect when he or she buys your product or service.

This is important because it establishes expectation and anticipation in the prospect's mind, and helps him or her organize subsequent data you offer around this main benefit.

This is kind of like setting fence posts before you string the wire. Your prospective buyer must have "fence posts" in place to hold and secure the data (wire) you offer as your sales presentation develops.

Give product features, and the customer mounts them to the posts, give proof (demonstrations, testimonials, references), and these go on the posts. Quote prices and terms, and these go on the posts.

Build this "fence" in your prospect's mind, and you'll have a better chance at getting his business.

INTEGRA PRODUCT OF THE MONTH

BIO-CLEAN

**This is the last time I'll talk about BIO-CLEAN
this year - I promise!**

BUT, you must know by now that this product is one-of-a-kind. You will love it, and so will your customers. There are many advantages to this product, and it's easy to demonstrate and sell. Build a BIO-CLEAN "fence" in your prospect's mind, and you'll have a customer for life.

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. 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 to sign up, and find more exciting tips and information while you're there.

PS: If you enjoyed reading this newsletter, please share it with a friend.