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Special Message:

Selling C-Stores I

You'll find C-Stores just about everywhere you go, and these present a selling opportunity for you.

Like just about all other businesses, some of these stores are individually owned, some are part of a small chain, and some are part of a large group of corporate-owned stores. Also, some of the larger "chain" stores (7-Eleven for example) are actually locally owned franchises.

With all these choices, you just have to ask when you call.

Regardless of the ownership particulars, there is some place where someone is responsible for store maintenance and standards. This ultimately is where you want to go, and identifying this individual is your goal.

Obviously, if the store is locally owned you don't have a problem, but this would probably be the exception. You're more likely to be in multi-unit territory.

This being said, you'll probably have to get your sales manager involved, especially if the store's central office is out of your area.

If you find that the store headquarters is outside your company's area of coverage there is still hope. You can call or e-mail Wolf Schiller at INTEGRA, and ask about INTEGRA's Multi-Unit Programs.

Just one thing, before you go to your boss or call Wolf, be sure to do your homework. Get names (correct spelling), addresses, titles, etc. of the appropriate company personnel. Get as much other information as possible.

A good thing to know is how many units are in your territory, and your company's territory. This will give you some idea of the payoff for your efforts, and how everyone else will perceive this prospect.

Finally, many of the C-Stores you see, regardless of the sign hung outside, are local or regional operations, and these can be approached with a well-prepared INTEGRA presentation.

The opportunities are out there, so keep looking. It's all about prospecting, and making the calls.

Good Selling,

John White

First gets the business, second gets the leftovers, third gets thrown out - which one are you?