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Special Message:

Sales Lesson for All of Us (Including Me)

NEVER FORGET WHY YOU'RE THERE

OK, I've got to get this off my chest, so bear with me...

I can't tell you how many times I've been on a "sales" call with a sales rep to do what?
MAKE SALES!

THAT'S WHY WE'RE THERE

BUT, all too often the sales rep has no sales materials, no samples, no demo kit, and worst of all, no plan to make a sale. So, for twenty minutes, we sit there and talk about deer hunting, the local football team, and the lousy weather!

Meanwhile, I'm asking myself the question: Why am I here?

Ladies and gentlemen... readers - please listen.

WE ARE ALL HERE FOR ONE REASON, AND THAT REASON IS TO SELL OUR PRODUCTS. THAT'S IT.

A follow-up to this statement is that - believe it or not - the customer expects that we're here for the same reason - to sell him or her something.

Here's the formula:

SELLER + BUYER = COMMERCE

This is an age-old formula that makes the world go 'round. Yes it's nice that your kid bagged a buck, and it's great that the local football team won last week, but these things are just conversation, and will not make you (or me) one penny. Selling our products makes us money, and that's why we do it.

So **PLEASE**, always have sales materials ready, have samples, have your demo kits, and have a plan to sell at least one new product to every customer you visit.

And sympathize with your customer; understand that he expects you to show him something new. Show him something that will help him do a better job, or make his work easier. This is what he expects from you - that's why he granted you a meeting.¹

OK, so now I got that off my chest...

Good selling,

John White

¹ Please understand that I enjoy good conversation as much as anyone else. The point is, selling is work, and as such, keeping your "ship" on course will pay you much more than "drifting" through the day. Making small talk is fine, but get to the point quickly, and the point is selling.