



WHY DON'T THEY JUST TAKE IT?



Most business owners (and many employees) are totally sold on the fact that they provide the best product or service out of all their competitors. "No one is better than us."

Passion and enthusiasm do in fact sell. Whether it is healthcare or mining, those who exude confident enthusiasm do much better than the dull and dreary. But often this upfront passion doesn't translate to the sales that we think we deserve. After all, it is the best on the market. Why don't people just take it? *What companies often lack is the underlying process combined with passion.* Here are a few tips to dramatically increase your sales quickly.

- Find out what the **customer** wants *then* match your offering to their needs
- What is it that they are **really** buying? If they are buying a bed, is it for aesthetic appearances, help with their aches and pains, to enjoy weekend sleep ins? Always look for the emotional driver or the **real** reason they are buying. They might want a quote to fix leaky taps and toilets but if they mentioned how aggravated they get with the constant dripping sound and that the wife is up them because they've procrastinated for months you will more than likely gain a new customer if you centre on this driver.
- Gain a series of "yes"
 - "Do you like that colour?" "Yes"
 - "Is the current provider providing poor service?" "Yes"
 - "Does the quote reflect what you require?" "Yes"
 - "Is the price within your budget range?" "Yes"

The point of 'yes' is that you want to ensure your product or service is meeting **their** needs and wants; that they are with you in the process. If they say 'no' you can then quickly shift to finding out what it is they really want.

- Create options
 - "Would you like that in green or blue?"
 - "Would Tuesday morning or Wednesday afternoon be best?"
 - "We could deliver it or you can collect it. Which would you prefer?"
 - "How would you like to pay for that - cash or credit card?"

The key for gaining the 'yes' and also the use of options requires planning and rehearsal before it becomes natural. All people in your organisation who are on the customer/prospect interface need to be involved and trained.

Passion and enthusiasm, combined with a planned but flexible process is ideal. The prospect catches the passion and is then led carefully down a path that takes the pain out of decision making. If you make it easy for them you will be less likely to be asking "why don't they just take it?"

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