

TITAN TIMES NEWSLETTER

March 2019

TITAN BUSINESS DEVELOPMENT GROUP, LLC

Sell Me This Pen



You may very well be familiar with the old interview inquiry aimed at uncovering how crafted your sales technique is, where the interviewee is asked to “sell me this pen”. If you watched The Wolf of Wallstreet, this is entirely familiar.

Maybe you’ve been asked this question. Maybe you will never be asked this question. One thing is certain though, if you know HOW to answer this question, your sales in whatever product or service you are trying to communicate, will dramatically improve.

In sales, we always try to highlight features and benefits. The pen is ergonomically designed, has a long life, writes smoothly, etc. but a well-crafted sales “presentation” should likewise extend well beyond this.

In particular, there are four “elements”, or “actions”, that one should pay attention to (and which the interviewer above is really looking to uncover). These are the stages of:

1. Gathering information
2. Responding to information
3. Delivering information
4. Asking for the close (getting them to say yes)

Using these elements in the appropriate point in the sales “presentation” or “pitch” (I tend to dislike the latter term because it creates the wrong mind-set) could sound something like this:

(continued next page)

Inside this issue:

Sell Me This Pen

1

Masterful Quotes

3

25 Tips to Get and Keep Customers

3



Business Development Group, LLC

coaching | consulting | results

“This is the tool you use to get deals done. Think of it as a symbol for taking your company to the next level. Because when you begin using the right tool, you are in a more productive state of mind, and you begin to sign more new customer.”

Continued...

You: Holding the pen up, perhaps rolling it slowly between your fingers –
“When was the last time you used a pen?”

Prospect: “Just this morning.”

You: “Do you remember what type of pen it was?”

Prospect: “No, not really.”

You: “Do you remember why you were using it?”

Prospect: “Yes, to sign a contract with a new customer”

You: “Well, that’s a great use for a pen” (*polite chuckle*) “Signing a new contract is clearly an important event for your business. Wouldn’t you agree?” (*The prospect nods his/her head.*) “What I mean by that is, here you are signing new customer contracts, an important and memorable event, all while using a very unmemorable pen.”

“We grew up, our entire lives, using cheap blister-pack pens because they get the job done for grocery lists and directions. That’s fine, but *this* is the pen for more important events. This is the tool you use to get deals done. Think of it as a symbol for taking your company to the next level. Because when you begin using the right tool, you are in a more productive state of mind, and you begin to sign more new customer contracts.”

“Just this week I shipped five new boxes of these pens to (*example*) Mark Zuckerberg. Unfortunately, this is my last pen today (*hand the pen to the prospect*). So, I suggest you get this one. Try it out. If you’re not happy with it, I will personally come back next week to pick it up. And it won’t cost you a dime. What do you say?”

Pretty simple, right? This is how the four stages unfolded:

1. Find out how they last used a pen (gather info)
2. Emphasize the importance of the activity they last used a pen (respond to info)
3. Sell something bigger than a pen, like a state of mind (deliver info)
4. Ask for the buy (closing)

I wouldn’t avoid adding in a piece about the features and other benefits of the pen, or using many of the other techniques you may have in your arsenal, but rather to compliment them by including the four sales skills listed above.

Does that make sense? Practice this technique. Use it consistently. You will be surprised!

Masterful Quotes

“If your ship doesn’t come in, swim out to meet it!”

- Jonathan Winters

“Logic will get you from A to B. Imagination will take you everywhere.

- Albert Einstein

25 Tips to GET and KEEP Customers (and turn them into Raving Fans)!

To get customers/clients, keep them and to get enthusiastic referrals from them, follow these 25 proven rules:

1. Reward your clients. Send them a gift, provide them a lead, generate business for them, etc.
2. Use your clients’ services and buy their products. If you want to increase loyalty, there is no better way.
3. Send thank-you cards. Make sure they are handwritten and sent promptly. Peter Drucker attributed much of his success to the fact that he sent out 12 thank-you cards every day.
4. Return phone calls promptly. Since so many people don’t return calls, you automatically look good when you do.
5. Do what you say you are going to do.
6. Do things when you say you’re going to do them.
7. Under-promise and over-deliver.
8. Be accessible. Make sure you are available and willing to help customers/clients whenever there is a problem. Your business should be open to meet the convenience of your clients and not only for your convenience.
9. Be credible. If you can’t establish trust right away, clients may start to look at your competitors.
10. Appearance counts. Perception is reality, and the reality is that people do judge a book by its cover.

Continued...

12. Have a "Goof Kit." If you make a mistake, it's not enough to say, "I'm sorry."
13. Promote clients' products and services. By getting business for your clients, you ensure you will have a client for life.
14. Do things for the client's convenience, not yours. Make it as easy as possible for your clients to do business with you. The easier you can make it for your client to do business with you, the more business you will have. Determine all the ways you can eliminate the hassle factor.
15. Send an invoice periodically with a "no charge" on it. This will help your clients remember you. And if it is unexpected, it will have a much larger impact.
16. Have a client advisory panel. Only by knowing your clients' wants and needs can you successfully grow your business and be totally client-oriented.
17. Hire mystery shoppers. To really find out how good your client service is, hire someone to go out and use your service from start to finish.
18. Be a resource. No matter what your client needs, try to find it for them — even if it has nothing to do with your business.
19. Shower clients with kindness.
20. Speak your clients' language. If you use jargon your clients can't understand, they will be confused and may not use you.
21. Have a great attitude.
22. Treat your employees well. If they are treated poorly, there is a good chance your clients will also get poor service.
23. Give your client what they want, when they want it and how they want it.
24. Give back to your best clients. If you run a special price or product offer for first-time clients, ensure your current clients are offered the same opportunity.
25. Don't show an attitude of indifference to your clients. In a recent study on why people give up on a company, 68 percent quit because of an attitude of indifference toward the clients by the owner, manager or employees!

Great customer/client service is about giving the client what they want, when they want it and how they want it. It really comes down to the fact that good communication and human relationship skills equal great customer/client relations.
