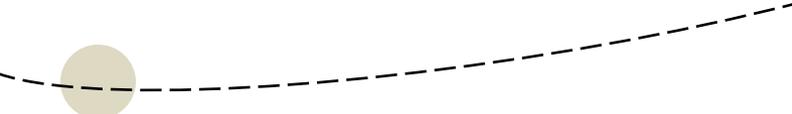




Light bulb moments – Number 1

THE POWER OF 3

“One way in which I am proud to grow my business is through referrals, which three people would you suggest I talk to about my products/services”



Light bulb moment No1 suggests a technique which is very often used by marketers when creating a strap line for a company. People have a very good recall for anything which is grouped in three's. This was taught to us at an early age when we were told nursery rhymes like — the 3 Billy goats gruff; 3 blind mice; 3 little pigs, Goldilocks and the 3 bears. As a result the recall of 3 was well developed.

Companies use this technique when creating a strap line for their business so that we remember them and can recall what they represent. Some examples are:

*“Just do it” - Nike; “Finger lickin good” - KFC; “A Mars a day helps you work, rest & play” - Mars;
“Every little helps” — Tesco; “Beans means Heinz” - Heinz.*

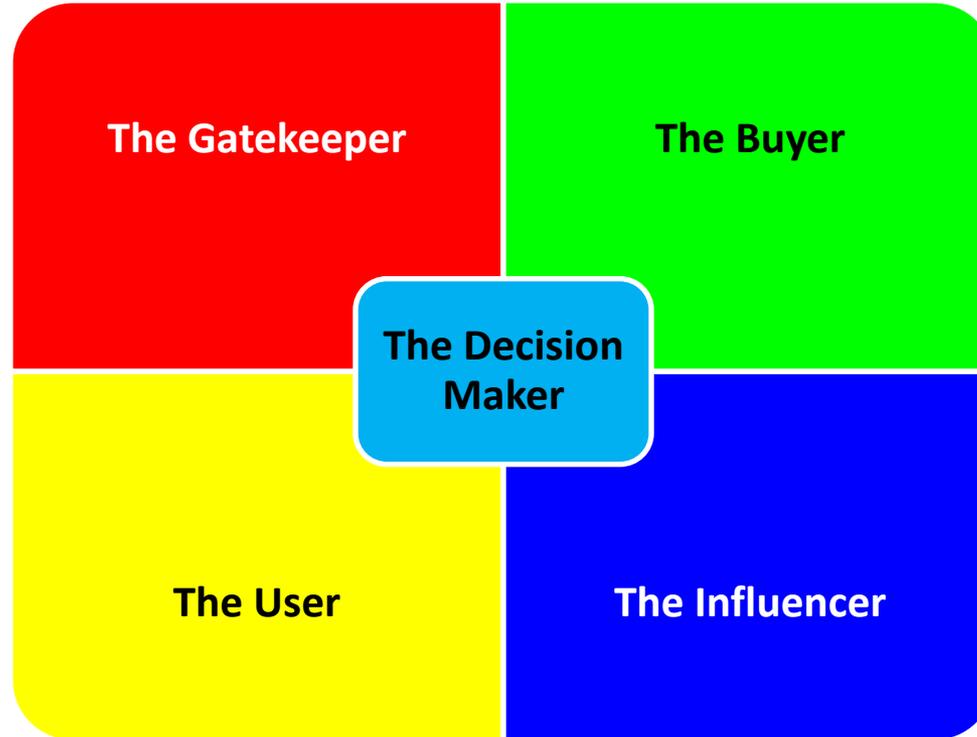
So if we know that this technique works then we can use it when asking for referrals. Just imagine how powerful this technique could be for you. Even if for example you only currently have 10 customers, then by using this technique you could create 30 extra good quality referrals from an existing happy customer base. A referral from a happy customer will speak volumes to prospective customers.

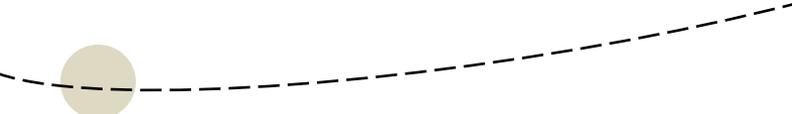
If you think you would benefit from a 1-1 with Andy, or know anybody else who may also benefit then please call or pass on his details. If you would like to discuss any of the courses which are on offer or would like to discuss something more in line with your business development requirements then please give us a call – thank you.



Light bulb moments – Number 2

The Decision Making Unit.





As sellers we often target the decision maker when we are trying to develop an interest in our product or service. However, the decision maker is often one of the most difficult people to get to speak with. So, if you are constantly banging your head against a brick wall and fed up of all the rejection you are getting then try making contact with a different set of people and see how they can help get you in front of the decision maker.

The Decision Maker – usually is the person with the authority and budget.

The Gatekeeper – very often a receptionist or a PA, these people ARE VERY IMPORTANT in an organisation. You must treat them with the respect they deserve and find out how they can help you get in front of the decision maker. The Gatekeeper is very often a great source of information.

The Influencer – usually somebody within the organisation who does not have the authority to make a decision but has a lot of credibility with the decision maker. If you can identify these people, show them how you can support their business and find out how together you can go and talk to their boss about what you have to offer then you will find it is often an easier route to the decision maker.

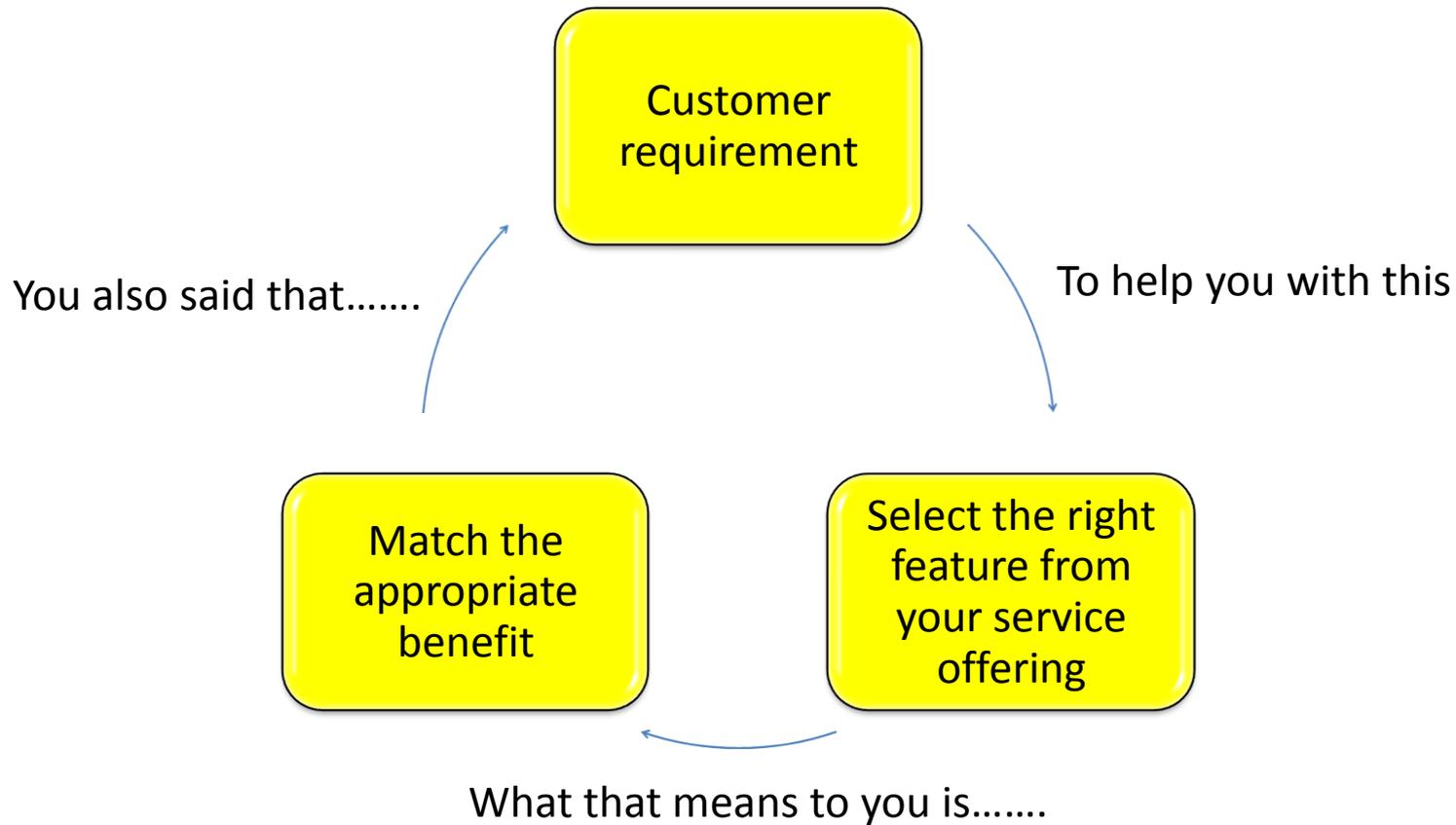
The User – these are the people who usually place the orders. As they usually have relationships with their favourite suppliers, its best to get them on your side and show them how you will make their life easier. The last thing that you want them to do is set you up to fail with your first order.

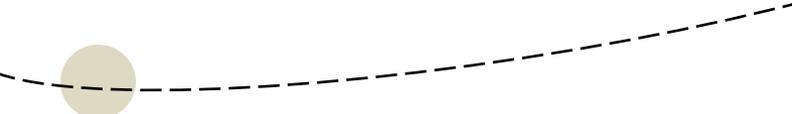
The Buyer – if somebody has ‘buyer’ or ‘procurement’ in their title you really need to find out what their role is within the decision making process. They may have the authority to make a decision or they may have been asked by the decision maker to find the best 3 suppliers and then make a recommendation to the decision maker. If the later is the case then you need to treat them as an influencer.



Light bulb moments – Number 3

BENEFIT SELLING





To help your customers understand more about the service which you can deliver, you would need to position some of the features and benefits of the products or service which you offer.

- The definition of a **FEATURE** is a fact about the product or service.
- The definition of a **BENEFIT** is what that fact about the product or service will do for the customer.

Herein lies the problem, most sellers tend to sell the feature not the benefit...otherwise know as “feature dumping”. The secret is to make sure that your customer knows exactly what they are going to get and how it will add value to their business. It is important that you can pick the most appropriate features based on your understanding of the customer’s needs and link them into an appropriate benefit and give the customer something to get excited about.

To ensure that as sellers we get this right far more than we get it wrong we can use “link phrases” to signal to the customer exactly what they are going to get.

To link the customers requirement in to a feature we would say something like “*to help you with that...*”, this technique signals to the customer that we can help them out.

Taking this to the next stage and positioning the benefit you would use a link phrase such as “*what that really means to you is...*”. The customer now gets to recognise the value they are going to get out of your product or service.

Remember, customers, people like you and me, don’t buy features, they buy BENEFITS.



Light bulb moments – Number 4



I can't
afford
it.

Stage 1: Compared to what?

- need to find out who you are being compared with
- what they are offering

Stage 2: How much are we talking about?

- get to the facts
- the detail of their proposal, like for like costs

Stage 3: Express the difference

- what is the difference with the price/service/quality
- challenge your customer on where they see the difference

Stage 4: Sell the difference

- between your charges



Positioning your price to your customer is a technique which once mastered becomes very effective and can help you to maintain some of your margin which otherwise may have to be given away.

The first thing to consider is don't be bullied into giving your price at the start of the meeting/conversation. Always position your price when your "why buys" outweigh the price, in other words when the benefits and value to the customer outweighs the price. Generally this can only be done at the end of a conversation.

If you are told you are too expensive then this technique can work very well for most businesses:

1. **Compared to what** – you need to know what you are being compared to, who you are being compared with, what they are offering, how does this fit the customers needs now and for the future, what problems they currently have, the implications of those problems on their business etc.
2. **How much are we talking about?** – it's here we need to get to the nitty gritty of price, how much are they being charged or quoted.
3. **Express the difference** – what is meant here is what is the difference in price between your price and their price. The difference here should always be identified in pounds and pence. E.g. *"so Mr Customer we are about a difference of £xx"*.
4. **Sell the difference** – if you think about it, your competitor has done you a favour here. For example, if your selling price is £100 and your customer is saying that they can pay £90 from a competitor, what they are actually saying is that they are happy to pay £90 of your £100...they only have a problem with additional £10. YOU THEREFORE DO NOT HAVE TO RE-SELL YOUR £100. You only have to sell all the additional benefits of your product or service and show you customer how you can solve or their problems for an additional investment of £10.

It's much easier to sell the difference than to try and re-sell the whole amount.

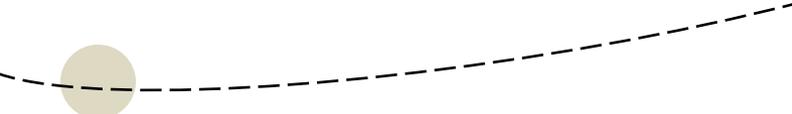


Light bulb moments – Number 5

Negotiation techniques

- 1). Only negotiate when the sale is conditionally agreed
- 2). Aim high – as high as you can defend
- 3). Let the other party go first
- 4). Have a “win – win” mindset
- 5). Don't counter propose immediately
- 6). Negotiate in odd numbers
- 7). Consider what the other party if likely to ask for
- 8). Set yourself some limits – optimum/desirable/essential
- 9). Give away your lowest value concession first but the highest value concession to the client
- 10). If it's not right for you....say no!





Only negotiate when the sale is conditionally agreed – if the customer wont agree in principle to do business with you is it really worth negotiating? Likelihood is it will turn in to a “Dutch auction”

Aim high – as high as you can defend – you can always come down, but you can never go up!

Let the other party go first – if you can gauge where the other party is willing to start it might just fall in your acceptable price zone. Remember, customers don’t always buy the cheapest price, they buy perceived value.

Have a “win – win” mindset – in order for a long term relationship or repeat business and referrals to be generated it is important that your customer is happy with the deal AND you are happy with the deal.

Don’t counter propose immediately - take your time, if you reply with a lower price too soon it may look as though you have got more to give away. Be very considered in your reply.

Negotiate in odd numbers – if you negotiate in odd numbers it looks as though you have thought very carefully about what you can give away. The customer is less likely to push for more if they think they have got all they can get from you.

Consider what the other party if likely to ask for – if you can, speak to your colleagues about what you think your customer is likely to ask for. Knowledge is power (so they say), if you know what your customers position is likely to be then you can be more prepared for the negotiation process.

Set yourself some limits – and stick to them! Remember – your customer will have done exactly the same.

Optimum - the best possible price you could get for your product or service, and start the negotiation;

Desirable - what you would be happy to get for your product or service,;

Essential - what you cannot afford to drop below.

Give away your lowest value concession first but the highest value concession to the client – instead of reducing your margin think about what else you could give away. For example, a printing company could offer to print a years worth of stationery and store it for their customer to call off when necessary. The customer wins with a better price on volume, the printer wins because he has got that customers business for a year at the right price.

If it’s not right for you....say no! – its OK to turn business away if it’s not right for you. In my experience when I have refused to do work because is compromises the quality, very often the work comes back to me at the original price because what has been promised by someone else at a lower price has been sub-standard. Don’t forget *“pay cheap, pay twice”*.

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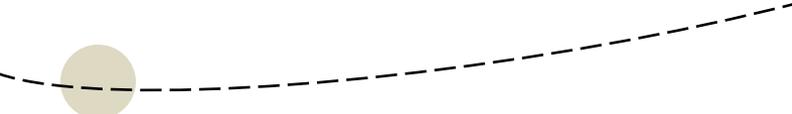


Light bulb moments – Number 6

Why do people buy from YOU?

- 1). What do your customers like about YOU?
- 2). What do YOU do differently?
- 3). What are YOUR business beliefs?
- 4). Why do customers do business with YOU?
- 5). How strongly do you believe in what YOU do and what YOU are selling?
- 6). How can YOU add value to your customers business?
- 7). If YOU were the customer, would YOU buy from or refer others to YOU?





In business today many companies purport to have their own unique selling points (USP's), faster service, better quality, unique processes and so on. However, all of these things can be replicated by their competitors if they so desire.

So how can we change the way the game is played so that the advantage comes back to you? The one thing your competitors can never replicate is **YOU**. Given that your competitors can never replicate **YOU**, we should identify within us:

- What it is that customers actually like about you;
- What do you do differently;
- What are your business beliefs;
- Why do customers do business with you;
- How strongly do you believe in what you are selling and who you represent;
- How can you add value to your customers business?
- If you were the customer, would you buy or refer others to you?

You see, no matter who you are or what you do we all find ourselves buying from people we actually like, people who we start to believe in and we feel very comfortable with. So to be different and get ahead of your competitors **identify your very own unique selling points**.

But don't keep them to yourselves, be proud of what you can achieve for your customers and tell them how good **YOU** can be for them - this way your customers will buy from **YOU** and not your competitors.



Light bulb moments – Number 7

“Renew old friendships”

1). Review the customers who you conducted business with last year and the year before:

- Have they used you recently?
- When did they last work with you?
- What can you do to work with them again?

2). Review your client and prospect database:

- How often are you speaking to them?
- How often are they speaking to your competitors?

3). Take a look at the customers who are regularly working with you:

- What else can you do for them?
- Are they happy?
- Are they part of a larger group of companies?
- Who else do they know?

4). Don't forget “THE POWER OF 3”

“One way in which I am proud to grow my business is through referrals, which three people would you suggest I talk to about my products/services”





How well do you know your customers?

When you are working with your customers it is important to understand the worth of each customer to your business. The best businesses have a number of customers who buy from them time and time again. In fact, the best businesses survive by having customers who buy from them time and time again.

“A sale is a onetime deal, a customer is forever”

When you care about what is important to your customers, you go out of your way to deliver:

- The best possible service;
- The highest quality service;
- The most convenience;
- The greatest value.

When you take on a customer you are making the commitment to do whatever it takes to make sure the customer has a good experience with you as a supplier. By focusing on their needs at all times and showing how you and your services can meet those needs, you give your customers real value – value that they will gladly pay for.

Your customers will know you are serious about value if they sense that you look upon the relationship as a *long-term* rather than a *short term* relationship. In other words, they will realise that you are more interested in keeping your customer rather than just making a sale.

Think of the customers that you look after and ask yourself:

Who do we know within their organisation?

How much do they spend with us?

Who else are they using?

What do they like about us/me?

How many of my services are they using?

Do we have an influencing strategy ?

Do we have a competitor “lock-out” strategy?

How well do we know them ?

How often should I be speaking to them?

What do they think of my service?

What would they like us to do differently?

How many could they be using

Do we have a customer “lock in” strategy

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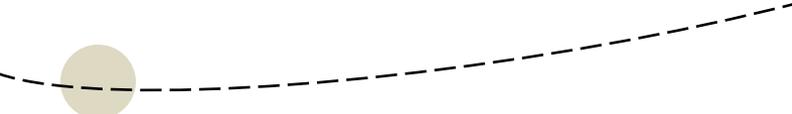
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Light bulb moments – Number 8

“Business is just below the surface”





Have you ever thought about why businesses network at networking meetings and why in the current climate networking meetings are becoming very popular. In fact anybody who is involved in the business networking sector is almost definitely seeing an upturn in members. Well in my opinion it's because many businesses need to do something different now to somehow get a different result for the future and increase their chances of survival.

The trigger for these meetings is an underlying assumption that we are all here to get more business. Strictly speaking then that assumption would be correct, but there is so much more you can achieve if you just look beneath the surface. And in reality this is where the business is going to be done by just looking beyond growing your own business. In fact if you look beneath the surface of your own networking group then perhaps you could actually find a whole new world of business waiting for you.

So why attend networking meetings:

- Networking meetings are one of the most cost-effective methods of attracting new business;
- Networking meetings are an invaluable source of meeting helpful business contacts;
- Networking meetings provide a useful forum for raising any business issues.

What do business owners say when asked *"Where does most of your business come from?"*

Referrals: 71.8% - Advertising: 12.1% - Cold Calling: 10.3% - Public Relations: 4.7%

If you are not networking you could be missing out on some serious business opportunities, I was at a networking meeting recently and 37 leads were passed around the table – 3 of them even came my way !



Light bulb moments – Number 9 “You’ve got to know what you want”

The **BEST** outcome

The **DESIRED** outcome

The **ESSENTIAL** outcome





Generally when we approach a business task that involves any part of the sales process we aim for effectively a 'sale'. However, sometimes we don't get what we want, if this happens consistently we start to feel de-motivated and rejected, even losing the self-belief that we have always had in our own business. The reality is not every telephone call, business meeting, quotation or even networking opportunity will give us the result we most want...more business...now.

An excellent way to counter the rejection and de-motivation is to have a **BEST, DESIRED** and **ESSENTIAL** outcome objective in everything that we do. You see, by setting yourself 3 objectives it puts you into a different frame of mind. You **are** likely to achieve one of them, and every time we achieve an objective or something we set out to do then it's a big tick in the box and it makes us feel pretty good.

For example, if I was phoning a client to try and get an appointment to pitch for a new piece of training business, then perhaps my objectives could be:

BEST OUTCOME – an appointment with a decision maker to discuss their requirements;

DESIRED OUTCOME – an opportunity to call them back at an agreed time to set up an appointment;

ESSENTIAL OUTCOME – to gain some extra information to help me understand what their drivers are when it comes to a training programme for their business.

So, don't wait for your future to come to you. **You** must decide on what you want **your future** to look like, **plan** what you need to do to get it, and finally go out there, **have some fun** and **create the future** that you want.



Light bulb moments – Number 10

“The way you communicate says everything about you”



Passive

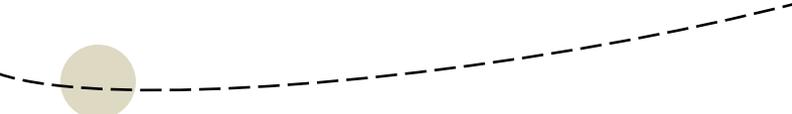
FRANK HECKERS



Aggressive



Assertive



Good communication is crucial to achieving effective working relationships. How you choose to communicate with your clients can seriously affect the amount of business you do with them. When your communication is in top form your relationships will feel relaxed, open and honest but when your communication is poor the relationships can feel cold, strained, tense and as if one person is withholding from another in some way.

Communication Styles – Passive, Aggressive & Assertive.

What does passive behaviour involve?

- Failing to stand up for your own rights/thoughts/feelings;
- Failing to express your own thoughts, needs wants, beliefs, opinions or expressing them in an apologetic way.
- You would say things like “sorry to bother you”; “it’s just a quick call”; “we will negotiate”.

What does aggressive behaviour involve?

- Standing up for your own rights/thoughts/beliefs at the expense of others;
- Expressing your needs, wants, beliefs, opinions and feelings in inappropriate ways;
- Ignoring the needs/thoughts of others.
- You would say things like “you will”; “there is no negotiation”; “that’s the final deal” and it tends to play on peoples emotions.

What does assertive behaviour involve?

- Standing up for your own rights/thoughts/beliefs/opinions without upsetting others;
- Expressing your desires, wants, needs, beliefs, opinions in appropriate ways;
- Thinking, feeling and behaving positively, looking for a win / win approach;
- You would say things like “lets think this through”; “how can we make this work”, you would ask open and challenging questions and you would always involve the other person.



Light bulb moments

If you would like a pack of all 10 light bulb moment cards, laminated to 5x3 (approx) size, in a handy wallet so that you and your team can use them everyday, please email or call me.

Each pack is priced at £9.50 plus VAT (inc p&p).