



## WHY SALES PEOPLE CANNOT THRIVE ON PRODUCT KNOWLEDGE ALONE

By John Blake from Blue Rocket Sales Systems.

Now don't get me wrong I agree that product knowledge is important, but let me give you a real life example of how too much emphasis on product knowledge to the exclusion of all else can go horribly wrong...

I bought a new vacuum cleaner today from Harvey Norman in Busselton. Normally, I wouldn't have made the purchase out of principal because the service was so bad, but today I was on a pretty tight schedule so I put up with it. So here's me turning a negative into a positive (almost):

I walked in and immediately had the feeling of being pounced upon by the sales guy. "Can I help you with anything?" He hasn't read my personal space requirements and has an impatient "I really couldn't care less about you I'm just trying to flog as much as I can today" way about him.

Points for greeting me in the first 30 seconds, sure, but I would have preferred to have the chance to at least walk to the vacuum cleaners first before speaking to him. After replying that I'm after a new vacuum cleaner, this guy immediately tries to "sell" me a \$1000 Dyson vacuum cleaner.

Firstly, if I could have seen the value I wouldn't have a problem buying a \$1000 Dyson vacuum cleaner.

Secondly I didn't buy the cheaper vacuum cleaner out of spite, I simply purchased to the level of value that I perceived. Thirdly, in principal, starting from the top of the price choice and working down is normally a good thing in retail but not before you have found out what your client wants and only in the context of what would work best for the client (based on their needs).

### Here's what he could have done better...

The only question he asked me about my situation was 'How many carpeted areas do you have?'



Sorry buddy – if you want me to spend that kind of money on a vacuum cleaner you're going to have to do better than that. To make matters worse, he established no rapport with me at the front end and therefore planted no seeds for me to return and purchase anything else from them (or him) in the future.

This guy was so "hell bent" on "selling" me a Dyson Vacuum cleaner that I literally had to step over him to look at the vacuum cleaners on display.

### He even used the old "this is the one that I use at home" line.

Buddy – I hate to be the one to tell you this but...this is 2010 people won't fall for that line anymore.

I can think of about 7 key questions he could have asked that would have given him more than enough info to make me an informed recommendation.

Here's a couple straight off the top of my head...

- What vacuum do you have now?
- How long have you had it?
- Why are you replacing it?
- Do you have children?
- What percentage of your home is carpeted?
- Do you use a vacuum to clean your car?

If he'd done this, he'd have learned enough information to make a great recommendation. He'd have also positioned himself as an expert – and not a "neck bone" who probably gets some type of extra commission from Dyson for selling their cleaners. (Unfortunately if they are it backfired on this occasion.)

Sadly, this is pretty typical of the type of sales people many of us encounter everyday. You see, if you give sales people product knowledge but don't give them training on how to insert that knowledge into a sales conversation and sales process, all they will do with your clients is give them the "product spin".

60 SECONDS WITH...  
**TERRY WALTERS,**  
Walters Spa IGA Group



### Favourite Destination:

Australia – Melbourne  
Overseas – El Calafate Argentina.

### Favourite Food:

Marinated pork bellies in plum sauce.

### Someone I admire:

Andrew Reitzer.

### Favourite Movie:

Girl with the Dragon Tattoo.

### Something I want to see:

Pedra in Jordon.

### What are your 5 tips for motivating staff?

1. Have a plan
2. Over communicate
3. Praise often
4. Be consistent
5. Reward success

### What tools do you use for your time management?

Delegate where possible.  
Be ruthless with allocated meeting times.  
Avoid time wasters.  
Be realistic with diary times.

### How long have you been in a Performance Group?

Six months

### How do you benefit from being in a Performance Group?

You find best practice and talk to those achieving it.

## BUSINESS BOOK OF THE MONTH

Cracking the Million Dollar Sales Code

Resurg Rating: ★★★★★☆ Author: Leigh Farnell & John Blake

Leigh & John work with Australian businesses to help them deliver sales growth.

This easy to read book is packed full of practical tips and insights to help you help your team to become better sales people. As a special offer to Performance Group members, the first ten Performance Group members to order a copy of the book will receive a bonus pack of sales training materials valued at over \$400. To order the book and take advantage of this offer simply follow.. <https://bluerocket.infusionsoft.com/saleform/nathnifli>



## BE A GREAT RETAIL LEADER

Renowned retailing ace Art Freedman teamed up with Resurg to present the 'Winning in a Changing Retail Marketplace' workshop in Brisbane, Sydney and Melbourne last week. Those who attended were enthused by the energy and passion shown by Art and concepts such as 'Boomerang Customer Service' and 'Nuggets'. If you weren't able to make it and would like to see what you missed DVDs are available from [sfisher@resurg.com.au](mailto:sfisher@resurg.com.au).

Below are Art's seven tips for being a great retail leader...

- Be all about staff development
- Integrity – be true to your word
- Communication (show appreciation, let them know's what's going on & that they're important)
- Teamwork (use people to their strengths)
- Uses your resources (don't think you know it all)
- Have Professional Standards (show you care about how you look, act, what you say and how your business is presented to the public)
- Know Your Numbers (If you can't measure your business's performance how can you drive it?)

## PERFORMANCE GROUP MEMBER RECOGNISED AS SWIMART NATIONAL FRANCHISEE OF THE YEAR

**SWIMART**  
POOL & SPA SERVICES

Greg & Polly Henderson – Swimart Taringa National Franchisee of the Year



(left to right) Greg Henderson, Susie O'Neill, Polly Henderson & Swimart National Franchise Manager Chris Fitzmaurice.

Congratulations to Performance group Member Greg Henderson who was recognised as the Swimart Franchisee of the year at the recent conference on the Sunshine Coast. Greg's Business in Taringa is renowned for its high standards of customer service and technical knowledge whilst from a business point of view also achieving strong sales growth and high profit margin.

## NEW PERFORMANCE GROUPS

Sabre JTW Group 1

**The Jetset Travelworld Group**

Congratulations to Jetset Travelworld who held the first meeting of their Sabre subsidised Performance Group in July.

Group members are: ...

Debbie Durell	Jetset Belmont
Ray Griffiths	Travelworld Bondi Junction
Barbara Hunt	Jetset Travel Port Augusta
Gail Kardash	Jetset Barrenjoey Travel Avalon
Uli Lenitschek	Travel Experience
Kurt & Kathryn Sari	Jetset St Kilda Road
Peter Scott	Jetset Belgrave
Tim Seiffert	Travelworld Burpengary
Dawn Smith	Coffs Coast Travel
Tony Strong	Travelworld Helensvale
John Williams	Jetset Rowville

## HAVE YOUR SAY...

We are always keen to hear your thoughts on your Performance Group, whether it's good, bad or just an idea. Follow the link below to complete a quick online satisfaction survey [http://www.surveymonkey.com/s/Performance\\_Group\\_Survey](http://www.surveymonkey.com/s/Performance_Group_Survey)

## PERFORMANCE GROUP CALENDAR SEPTEMBER 2010

2nd & 3rd September	IGA QLD	Brisbane, QLD
7th September	Lawrence & Hansen NSW	Wetherill Park, NSW
7th & 8th September	BioGuard	Canberra, ACT
8th September, 11am	Jetset Business Select Conference Call	1800 857 029, 90673653#
9th September, 11am	The Cheesecake Shop SA Conference Call	1800 857 029, 96073653#
14th & 15th September	Jetset Travelworld 2 Performance Group	Zetland, NSW
15th September	Lawrence & Hansen WA	Perth, WA

## AND THE WINNER IS....

CONGRATULATIONS to Karina Rees of Taralga Rural. By attending our Art Freedman conference Karina has won \$1,000 towards a future purchase of any Resurg Group product. Well done Karina!

## NEW PG MEMBERS

Congratulations to the following businesses who recently joined a Performance Group:

Nick Bond – Swimart Caboolture  
Brad Baker – Swimart Brown Plains  
Geoff Keaney – Swimart Cheltenham

Thank you to following Performance Group members who referred the above new members. They will now each receive a cheque for 10% of their annual Performance Group fees.

Do you know someone who would benefit from being in a Performance Group? Email their details to [performancegroups@resurg.com.au](mailto:performancegroups@resurg.com.au), if they join a group you will receive a cheque for 10% of your annual Performance Group fees.