

The Tracy Biller Newsletter

© 2011 Tracy Biller. All rights reserved.

The “Tracy Biller Newsletter” comes with reprint and redistribution rights as long as it is done so in its entirety with no editing. All past “Success-Training” newsletters are available in PDF files at: www.UltimateSuccessCDs.com

To receive a **FREE** subscription to “Tracy Biller Newsletter” go to: www.UltimateSuccessCDs.com

The Sales Tools Dilemma

Dear Network Marketer,

Eight months ago a friend of mine (who I’ll call Ron) was hired by a new textiles company as a regional salesman. The company launched a year ago, and they specialize in manufacturing several fabric materials for the health care industry.

One of their new products – a very “high tech” fabric – has the potential to be used by virtually every hospital and medical facility throughout the country, which is why Ron took the job. Simply said, he believed he could make a lot of money selling the company’s new product.

My friend Ron is 58 years old. He’s been selling stuff ever since he graduated from college. He’s been selling in the health industry for the past 17 years, and he’s made a lot of money and has done very well for himself. He and his wife live in a big house on the lake, they drive luxury vehicles, they have Sea Ray boat, they’ve got a pair of motorcycles, they play tennis and golf frequently, and they vacation 4-5 times a year. Like I said, he’s done well for himself.

But with his new sales job – a commission-based position (he ONLY works for commission) – he hasn’t been doing well. He’s not selling as much of the new

product as he thought he would when he took the job.

Ron said that he thought he'd make a ton of money selling the new product, but it wasn't going as he thought it would, and he was having doubts. He said he's talked with some of the other salesmen with the company, and they're saying the same thing, that they're just not getting the big orders they thought they would.

Ron told me all of this about two months ago when they were at our house for dinner. He told me that he couldn't figure out why he wasn't getting the big orders for his company's new product, and he asked for my thoughts on the issue.

I told him that although I didn't know much about the medical textiles industry, some questions did come to mind.

First, I asked him, is there a market for the new product? He said yes, there was a huge market for the product.

Second, I asked him if the new product was "price competitive?" He said yes, it was price competitive.

Third, I asked him if his sales tools were persuasive? He said, "I think so."

I asked him, "What sales tools are you using? In other words, after you've met with a buyer and given your presentation, what sales tools are you leaving with them?"

Ron answered, "I'm leaving a spec sheet."

"That's it?" I asked.

"Yeah, that's it," he answered.

"Who made the spec sheet?" I asked.

"One of the company's developers," Ron answered.

"Is the 'developer' an engineer? Did the developer have a hand in developing the actual product?" I asked.

“Yes, he did,” Ron answered.

“Hmmm. That might be your problem. Most engineers don’t know how to persuade. I need to see that spec sheet,” I replied.

He said he had a spec sheet in his car, and he went out to his car and got it and brought it in.

I took a look at it, both the front and back, and said, “Ron, I don’t know a damn thing about your industry, but I do know how to persuade, and this spec sheet isn’t persuasive. Not at all.”

“Really?” he said with a surprised tone.

“Yes, really!” I said. “First off, from what you’ve told me this new product you sell, it out-performs what the hospitals are using now, in every way imaginable. Yet this spec sheet makes no reference to that fact. Not even a subtle suggestion. All this spec sheet does is tell the details of this fabric. And frankly, I don’t care how ‘techy’ the buyers are in your industry, your sales tools still need to present the benefits for the end user. No where on this spec sheet does it tell ‘what’ the fabric can do, and how it will ‘benefit’ the user, the hospital, etc. Nor does it tell how the fabric will save the hospital money.”

“But I tell them all that during the presentation,” Ron said.

“Yes, you do. And I have no doubt you do a great job of it. But I promise you that 95% of what you tell them is forgotten within a matter of hours,” I explained. “So it’s critical that your sales tools continue to ‘persuade’ after your meeting with the buyer.”

“Ron,” I continued, “You’re great at what you do, and your verbal communication skills are superb. But I will bet money that the sales tools you’ve used with your previous companies were significantly more persuasive than this piece-of-crap spec sheet you’re using for this new product. And because your buyers don’t make ‘snap’ decisions, you need to have a sales tool that continues to ‘sell’ and ‘persuade’ long after you’ve had your one-on-one appointment with the buyer.”

“Wow!” he exclaimed. “I’ve NEVER once considered whether or not my sales

tools are effective. I've just always assumed they were."

"You're not alone," I told him. "There are many salespeople who have incredible verbal communication skills, but their sales tools are ineffective. And many of them don't even know it."

That was two months ago. Ron immediately met with the company's principals, and persuaded them to create better sales tools. He also persuaded them to hire me to create their sales tools for their new product. I went right to work on the project, and created for them their double-page sales letter presentation, which they used for their web site and "spec" sheet. The tools were finished about a month ago, and Ron and the other salesmen have already seen a huge upswing in orders.

I have no doubt that in the months to come, that the sales of the company's new product will sky rocket.

What happened to Ron is not unique. It's amazing to me how many companies use ineffective sales tools.

For example, last November when my wife was car shopping, she'd bring home brochures and catalogues of the vehicles she was interested in, plus we both would go to the car makers' web sites and read about those vehicles.

One of those brochures for a particular vehicle was amazingly bad. And the web page for the vehicle was equally as bad. I couldn't believe it! This particular vehicle is so much better than others in its class, yet the company created sales tools for it that just plain suck. And not surprising, while the company's other vehicles are big sellers, this one particular model isn't selling hardly at all. It has not even made a dent in the marketplace.

Another example . . . about a month ago I started shopping for a new bicycle. I wanted a "hybrid" bike, one for both road and trail. During my research, I was amazed at how "techy" the sales tools were. While that may be fine for the professional bike rider who is into all that tech stuff, it's not fine for the person like me who just wants a well-built, safe, long-lasting, comfortable bicycle for leisure rides on country roads. In the end, I bought a bike for which the sales tools

presented not only the specs, but also the many benefits of those specs. In fact, the language for the bike I bought made it seem like I was actually riding it on a country road.

In network marketing, it is imperative that your sales tools are persuasive and effective. In fact, to succeed in today's network marketing industry, you absolutely **MUST** have sales tools that are persuasive and effective, more so than at any time in the industry's 80-year history.

Sincerely,

Tracy Biller
www.UltimateSuccessCDs.com

© 2011 Tracy Biller. All rights reserved.

This "Success-Training Newsletter" comes with reprint and redistribution rights as long as it is done so in its entirety with no editing. This newsletter and past newsletters are available as PDF files at: www.UltimateSuccessCDs.com

Tracy Biller's "Success-Training" newsletter is published and distributed by:

Owens & Lane Publishing, LLC
P.O. Box 1752
Hendersonville, TN 37077