



Marketing 102: How to sell more, including tips from a blind salesman

Article Summary

Access to credit/finance is the number 1 challenge for business in Uganda. One of the few remaining options is for them to therefore become good at sales, so as to build a cash reserve to finance business expansion. This article summaries some practical tips and principles (that work for both large and small companies) from two of the world's leading "Sales men" – including one who partially blind.

Businesses can quickly and easily apply these tips to grow their sales rapidly.

About the Writer

D E Wasake (FCCA), Principal. With a combined experience of over 30 years, the team at Inachee.com is passionate about helping Ugandan businesses to succeed. Business strategy including marketing strategy is one of the key means they help Businesses in Uganda to succeed.

Another load of marketing rubbish?

If you are in business (rather than an NGO or charity or perhaps not selling a necessity like electricity), you have one primary aim: To sell more.

It is so difficult to get credit from banks and other parties in Uganda and as such selling more means seems like the only key means of growing your business. It is why we are passionate about sales.

Now a lot the information I am about to provide comes from two of the world's leading marketing experts (but backed up by our experience).

This stuff works for us

I am not providing it because it's from some "best seller" book or so called "marketing guru" but mainly because plain and simple: **This stuff works. It is working excellently for us.**

Our client portfolio is growing rapidly, despite it being a very challenging economic environment. It has worked for employers I worked with when we tested it. It can work for your business or organization as well.

Hopefully instead of ignoring this, you will choose the "lazy" option which is to try these principles and save yourself loads of years of wasted effort of trial and error.

About these "sales" men.

Andy Bounds is half blind. His other "good eye" has limited vision such that he can't for example drive himself. His blindness is hereditary.

He however won Britain's "Sales Person of the Year". He explains that he is good because he had to explain things to his blind mother. He therefore sees things differently (no pun intended).

I have met Andy (twice) and I bought his best seller book: *The Jelly Effect*. I read his stuff because it works - it is simple, yet powerful.

The second is **Chris Cardell**. Chris has spent at least \$1 million dollars on google advertising and is considered one of the world's leading marketers. He helps his clients (many of whom are millionaires) achieve profits of up to 200%. I subscribe to Chris's inner VIP members' club.

I read (and watch) his stuff because it works - it is simple, yet powerful.

What are some of Andy's tips for selling more?

1. **The Afters based principle.** "Clients want problem solvers not technicians" or put rather more bluntly: Customer's don't care what you do. They care about what they're left with AFTER you have done it.

Why is this stuff very powerful?

When you focus on what a customer is receiving, i.e the BENEFITS of your product/services (saving time, saving money, less stress) then you will stop focusing on stuff they don't really care about i.e the features of your product (the best, the smartest, the fastest, the largest).

Key point: *When you focus on what your customers want, then instantly you become more interesting to them and they are more likely to come to you because you are solving their problems. They don't really care if for example you are the best lawyer in the world (though that helps) they really care that you can solve the problem with minimum fuss.*

Action point for you: *Think of your customers. What do they really want? What are the benefits of your product or service? After identifying this clearly, (think for example of 4-7 benefits) then work back words to identify how your product/service meets their needs (ie Benefits them).*

2. How do you use your AFTERS to sell more?

There are two things your customers want when making a buying decision.

1. Their desired AFTERS and;
2. Absolute certainty that you can provide their AFTERS.

These are the only two things customers are interested in. If they know with 100% certainty that they will get the AFTERS, they require, they will buy.

This means traditional selling approaches like: "we were formed in 1993" "We are the best manufacturer of x" does not satisfy this criteria, and it does NOTHING to provide certainty that you can deliver a customer's afters.

To sell therefore you need to remember the *ABC principle*:

- **Afters:** Establish what the customers' AFTERS are (ask the customer what they want for example "what are you looking to achieve AFTER working with us?" "how would you judge this project a success")
- **Be Certain.** State with certainty that you can provide these afters (this is a simple stage. First clarify that you understood and then say it, for example: "well I can definitely help you".
- **Convince.** Prove that you can deliver those afters (this is where you have a bank of proof e.g testimonials, client case studies BUT this time having restructured them to show how they meet the BENEFITS of the customer.

You might already have much of the information (experience, case studies etc) what you however need to do is restructure it to first focus on what the client wants and then show how exactly you meet their AFTERS (needs).

Action point. *Review your sales material or the next proposal you do with the AFTERS hat on. Does it meet the above test? If not, then you need to Restructure it from the perspective of the customer. If you need some help on this. Speak to us and we can work with you to re design your material as well as work on a sales strategy.*

What are Chris's tips for selling more?

1. **Make your customers loyal** . Try these three principles:
 - a. Mail them frequent, interesting and informative information (not necessarily selling to them). You can do this via a newsletter.
 - b. Position yourself as an authority. For example a regular column in the newspaper.
2. **Get your competitors to introduce you to their customers.** Sounds crazy but then hopefully you have a prospect list (potential clients). Despite your best efforts, you come to the conclusion that no matter what you do, some people are just not going to buy from you. These are the "non buyers". You have spent a lot of money on them (and time) but they are worth nothing to you. Here's where you can be clever: Offer to trade your non buyers to your competitors, in return for their non buyer's list. Yes sound's crazy but these non buyers mean nothing to you so by swapping, you stand some chance of getting trade value from them.
3. **Give to receive.** Instead of running your ads and other pieces with the intention of making an immediate sale, instead give something FREE (a free report, a sample - with no obligation) **so as to begin a relationship.**
4. **Sell effectively, with integrity.** Sales is about service, not just selling. "You will get what you want in life, if you help other people get what they want"
5. **Don't give up too soon.** Some statistics to probably scare you.
 - **48%** of sales people never follow up with a prospect
 - **25%** of sales people make a second contact and stop
 - **12%** of sales people only make three contacts and stop.

Only 10% of businesses make more than three contacts. This means you are losing a small fortune because:

- **2%** of sales are made on the first contact
- **3%** of sales are made on the second contact
- **5%** of sales are made on the third contact
- **10%** of sales are made on the fourth contact
- **80%** of sales are made on the fifth to twelfth contact.

6. **Use your time wisely.** Not every prospect is equal. It sounds unfair or wrong but it's a true. The 80/20 rule is that 80% of your business will come from 20% of your customers. It's a fact that some people will give you 100m and others will never amount to much. Focus your attention on finding those potentials (the 20%) who will be the "best customers". Those who will give you a lot of money, repeatedly with minimum effort.

Action point: *Try to implement one of these strategies per week and see how it works. Then move on to the next. Within no time you will be implementing at least 6 sales strategies and growing sales by over 100%.*

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