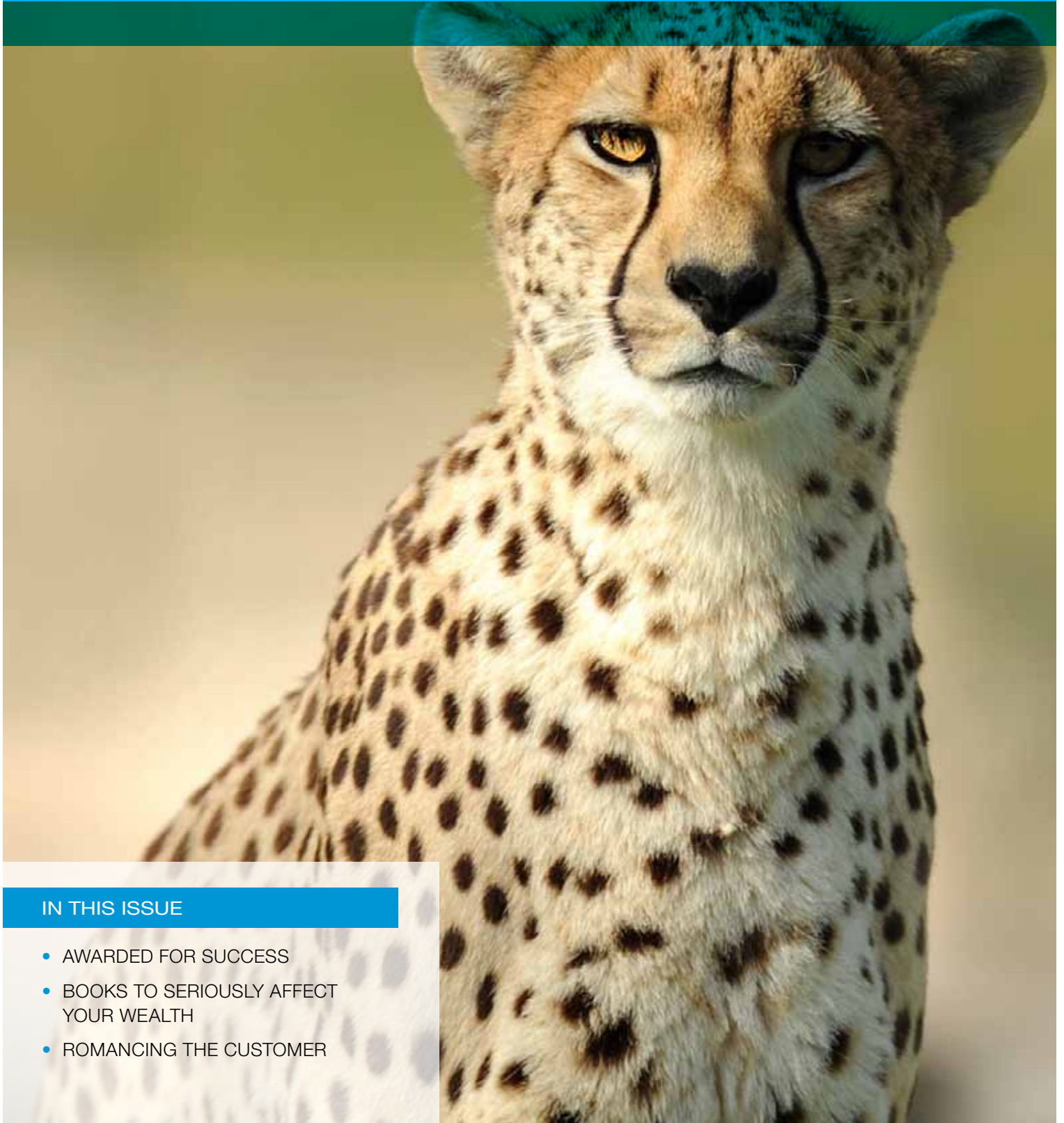


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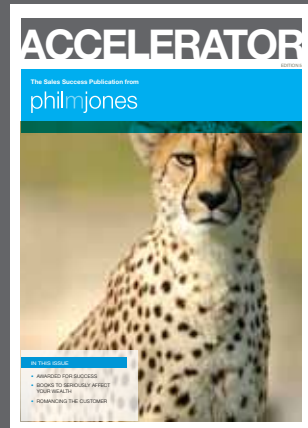
The Sales Success Publication from

philmjones



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- BOOKS TO SERIOUSLY AFFECT YOUR WEALTH
- ROMANCING THE CUSTOMER



DIARY DATES

- DECEMBER
Reaching New Heights Workshop
7th December
- Success Masterclass
16th December
- JANUARY
Success Masterclass
5th January
- Summit
13th January

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WELCOME

FIRSTLY I WISH TO THANK YOU ALL FOR A ROLLERCOASTER RIDE OF A YEAR WITH SOME INCREDIBLE HIGHS, WHICH MANY OF YOU HAVE CONTRIBUTED TOWARDS. I AM MOST GRATEFUL.

A colleague and I recently reminisced over the past twelve months and we were both overwhelmed at all we have achieved. Even during the past 4 weeks the team has grown and the business has developed still further.

Christmas is a time for fun, family and giving. However, it is also a time for reflection. Look back and celebrate your successes and consider lessons learnt. 2011 is set to be a record year for PhilmJones and me personally and I would love you to be a part of all we are set to achieve.

Phil

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2 copies just £5.97 per month.
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AWARDED FOR SUCCESS

Many friends and colleagues joined me last month at The Business Awards, which was held at Villa Park in Birmingham.

More than 300 regional business owners attended the event to celebrate the 'best in business' on a grand scale.

Philmjones had been shortlisted for three prestigious awards including the New Business Award 2010.

We had to demonstrate growth and show evidence of good prospects for the next twelve months.

I am thrilled to announce that, despite trading for only a few short months, we won this award amidst a great many entries and fierce competition.

Thank you to all of you who have contributed to our success.



PUT A BOW ON IT

In a world full of service providers and people who provide tailor-made offerings and bespoke solutions, it is sometimes often very difficult for many customers to enter into a buying discussion.

If you provide a service as opposed to a range of products it is likely you suffer this same condition. As service providers it is important that we think like retailers. If you owned a shop whose items had no prices shown, a browsing customer may assume that everything in the shop was expensive but also you run the risk that they would not ask for assistance for fear of embarrassment.

As service providers we must do all we can to make it easy for our potential customers to engage in conversation with us. Imagine yourself again as a retailer. Your aim is to encourage people into your store and increase footfall. Service based industries have the same goal using 3 techniques.

1 PRICE PRIMERS

Provide examples of a service which explains your total pricing strategy to customers. Major supermarket chains

use value products to do this and the automotive industry may use a range of cars. The process is to simply take a snapshot of one service and put a price on this as it will educate your audience to your overall pricing strategy.

For example, I have recently assisted an accountancy practice to place fixed prices for their services and helped a cleaning company charge a fixed fee for a 3-room package. These uncomplicated one price offers allow people to decide whether or not they can afford you.

2 BUNDLED OFFERS

I will often work with clients to create collections of products and services that demonstrate great value. What could you bundle?

The idea of this process is to increase your average order value and introduce your clients to services that they would not normally choose. When putting your bundle together consider all that you can include, not only the tangible services or products but also those which add value such as customer care, service expectation, telephone and email support all of which add substance. An example I

recently influenced was a 'business in a box' concept for a local design business. This included the design and production of a full complement of stationery, a basic website and brand guidelines package aimed at new business start ups.

3 PACKAGES

Most people are concerned less with an overall cost and more about how much something will cost each month. As such we can often align our offerings utilising this buying pattern.

Typically, if you can turn a large 'pay in arrears' product or service into a sustainable pay monthly option the results are increased profit, improved cash flow and maximum customer retention. If you are not offering your clients a packaged pay monthly service you may well be missing out on a massive opportunity.

Try packaging up your services and imagine making a display of products in a major retail store with your offering. You may just be overwhelmed by the results.

BOOKS TO SERIOUSLY AFFECT YOUR WEALTH

EACH MONTH I WILL SHARE WITH YOU MY THOUGHTS AND FEELINGS TOWARDS SOME INCREDIBLE BOOKS THAT HAVE IMPACTED ON MY LIFE AND THIS MONTH IS NO EXCEPTION.

Relax – A Happy Business Story
by Henry Stewart, Cathy Busani and James Moran

With the year coming to an end it's often that time when we reflect, consider what we could have achieved and convince ourselves that next year will be our year.

This book tells a great story about changing the culture of a business and improving results. If your business is going through a transformation or else requires a change of atmosphere – this is a must read.

At only 66 pages, don't be fooled by its simplicity. The lessons are incredible, could change your life and, in my opinion, are significantly more valuable than many academic qualifications.

This really is a story not to be missed.



QUESTIONS FOR A ROOM FULL OF STRANGERS

1. What bought you here today?
2. How do you know <name>?
3. Where have you travelled from?
5. What are you hoping to get out of this event?
6. Have you been here before?

ROMANCING THE CUSTOMER

Angi Egan

NEVER BEFORE HAS THERE BEEN A NEED TO INJECT A LITTLE HUMOUR AND DIFFERENCE TO THE WAY WE DO BUSINESS WITH OUR CUSTOMERS. NOT JUST FOR THE BENEFIT OF SALES AND CUSTOMER EXPERIENCE BUT ALSO TO LIFT THE MOOD OF OUR EMPLOYEES – THE DOOM AND GLOOM MERCHANTS CAN HAVE A DETRIMENTAL EFFECT ON MORALE WHICH IS FASTER THAN A SPEEDING BULLET!

The skill is to understand where to inject humour without compromising our professionalism, and how to create a difference which isn't hijacked by the 'me too' brigade.

Romancing the Customer is a wonderful metaphor and a simple method of achieving both – without spending a fortune. It simply takes a little thought and imagination.

The whole principle is focused on achieving two goals:

- Creating more customers, who spend more money and who rave about you to their contacts
- Reducing the attrition of customers through addressing their needs and in the process reduce the attrition of valuable team members because they are adding value, having fun and being empowered.

This may be a soft skills issue but its message is deadly hard. Increase the service level, surprise and delight your customer, focus on the differential and you will automatically drive profits.

Romancing the Customer looks at each of the five senses and identifies where the parallels exist in business.

Romancing, when done well, is a total sensory experience. It taps into our emotions rather than our intellect, and is responsible for seducing and obtaining the object of our desire.

Business, like romancing, is also a sensory experience. Service excellence and successful brand delivery is where the notion of romance applies to business irrespective of the service or product being supplied.

So, let's begin with the first of the senses to see where we can capitalise on sales or where we may be unwittingly sending the wrong messages.

Initial lust, or visual marketing, is the first step in creating this sensory experience. It's the head-turning, foot faltering, eye-catching aspect of what initially captures the imagination of our customers.

Their concentration is broken by the inconsistency of using different messages, typefaces, colours and experiences from those they expect from visual communication.

Websites

Imagine your home page as a first date. If it only talks about you then you're not providing inspired expertise. The skill of seducing customers into believing that we're 'the one' is to ensure they leave smarter than when they arrived. They must regard you as the only business that understands them and can anticipate their every need, hope and desire.

Business cards

In business I see companies and consultants listing endless services on their business cards, I guess in the belief that as a customer I'll be impressed by their varied services. In fact the opposite is true. They unwittingly communicate in a way which leaves me confused and doubting their credibility.

- Decide what it is you want to communicate with your business cards. Do you want to tell all or offer just a hint of what you offer?

- You are missing an opportunity if you don't use both sides.
- Get them printed professionally as substandard cards suggest you don't take yourself seriously or you won't be around very long.

This begins to formulate the perception customers have of your brand and leads wonderfully into the mind share versus market share aspect of your romancing strategy.

Espresso Yourself is all about creating allure and brand fidelity. We all want loyal customers who love us so much they can't wait to tell others about how amazing we are.

Your actions, words and the information you provide will communicate your professionalism, your personal service and your competency.

Don't tell me, show me. Telling me how good you are rarely means anything. Use your copy to create a mental picture of what I'm likely to get, which is naturally consistent with the service I receive. Consistency is the vital element to successful brand

delivery. Using the right words and tone does take time to craft but it is definitely worth it. Best of all, because it's an area which is unique to you and your business it is not so easily copied by the pesky 'me too' element. This is a powerful commercial advantage that few businesses can ignore.

Now, more than ever, we must create meaning and relevance in the minds of our customers and others we come into contact with. However fleeting, every encounter counts because you simply never know when you're creating a memory.

Communication is the lifeblood of any relationship and the quality of this communication is imperative to your lasting happiness. In business, as with our personal relationships, the ability to communicate with humour, integrity and consideration will ensure we create lasting memories and unbridled passion in the hearts and minds of those we're looking to romance.



Editors

Angi Egan's professional life began in nursing with a specialist interest in dentistry. Change of direction to retail management with secondments to operations, marketing, and finally merchandising. Success in this field was with diverse and hugely successful companies such as The Body Shop International, IKEA and ESPA. Spa management, business development and the study of holistic medicine and psychotherapy completed the journey prior to setting up Pure Vision UK.



PROD THE BRUISE



You have often heard me speak about the power of great questions during the sales process. Questions will eliminate the guesswork and ensure you earn the privilege to recommend your products and services. Typically, the reason why sales opportunities are not maximised is that the questions raised were inappropriate – or not asked at all.

Understanding that people make buying decisions based on emotion rather than logic, it is paramount that your prospect expresses emotion during questioning. A tried and tested approach during sales opportunities is to follow this simple three stage questioning technique.

What is your plan?

I would always start with the biggest possible question. For example, “Explain to me your plan for the business?” This usually results in fifteen minutes of feedback, which will provide the big picture and hopefully include the business owner’s goals. The key is to keep the question broad rather than specific.

Your product offering will only affect part of their plan and without understanding it all it can be difficult to know where you would fit. Look for the detail and steer toward an emotional response whenever possible. This series of questions should first seek to attain the what? followed by the why? If the plan includes luxuries, get specifics as these become very valuable when closing.

How will you feel?

Once you understand where they planning on going, it’s important to understand how they will feel when they get there. This information is not difficult to retrieve. Simply ask, and then listen to their answer.

You will need to dig a little here to acquire the emotions such as pride and euphoria that make this technique really powerful. Encourage strong adjectives and don’t accept weak responses such as “I will feel pretty good” or “OK”.

What are the consequences?

We are more motivated to avoid a loss rather than make a gain. Knowing this to be true, this questioning technique concludes with this final enquiry as it discovers the source of your prospect’s pain and allows you to agitate it a little. Most people don’t give sufficient consideration to failure and asking this question forces them to think about disappointment and defeat. Once people have clearly visualised a total breakdown they will avoid it at any cost.

This technique works by establishing your prospect’s plans, clearly detailing the exhilarating experience of overwhelming achievement and momentarily forcing them to experience the pain of collapse. I often describe it as painting utopia, checking their ego and finally rubbing salt into a wound. The good news is that once you have ‘prodged the bruise’ your presentation should be the best medicine. If you get these processes right, you will win more business.

MOST PEOPLE WOULD READ THIS

I am guessing the title grabbed your attention. Many of you will remember the computer game, Lemmings, in which you decided the path of a leader and watched others follow.

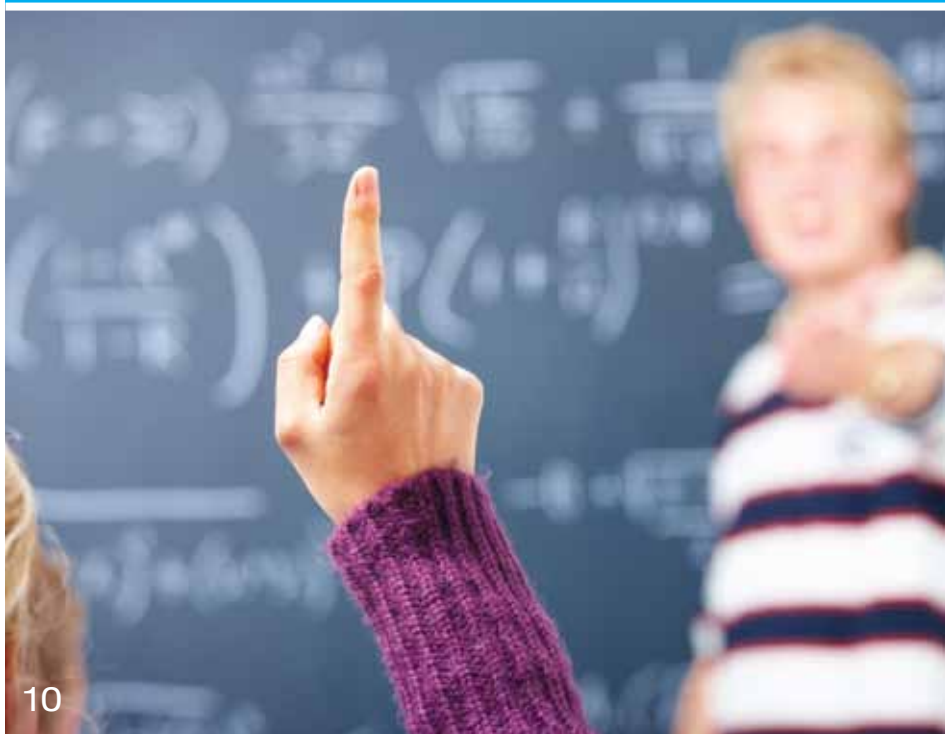
Interestingly, the majority of our customers and prospects adopt this same behavioural pattern. As such there are tiny changes you can make to your sales conversations and marketing literature which gently reassure customers and influence their decisions.

‘Most people’ are two words which, when used together, are so powerful they constantly astound me. Talking in terms of ‘most people’ will increase the confidence of your audience and provides the reassurance required to move forward. It allows them to believe in others who have gone before. If this is what ‘most people’ do then they should do this too.

Try using these magic words in your closing sentence and in the headlines of your marketing material. If you use them properly most of your prospects will make the right decision.

10 THINGS I HAVE LEARNED THIS MONTH

1. If you are not using all social media platforms you are missing out
2. Getting face to face with great people always creates opportunity
3. Aim high
4. Don't underestimate your extraordinary ability
5. Sometimes you just have to scrap a plan and write a new one
6. You are in complete control of the level of your success
7. The more you give, the more you get
8. Every day holds surprises
9. 82 miles is definitely not too far to travel for a short meeting
10. Don't reinvent the wheel



A SIMPLE TIP

With the festive season upon us many of you will be considering gifts for your teams and best customers yet we often overlook our most valuable suppliers. Recognising the efforts of individuals within your supply chain will really make you stand out and will probably guarantee you receive a better service for the next twelve months. We all hope to be on a preferred supplier lists, well imagine the impact of being on a preferred customer list.

BUSINESS BUILDER

We all know that the retail industry will already be focused on kicking the New Year off to a flying start and the high street will become overpowered with that horrible 4 letter word - SALE. Sales create attention, intrigue and influence buying decisions. Please consider this activity and think a little smarter. Move away from discounting and think of great offers that increase your average order value and encourage your customers to return more often.

YOUR QUESTIONS ANSWERED

EACH MONTH WE INVITE YOU TO SUBMIT YOUR QUESTIONS AND CHALLENGES TO PHIL AND WE WILL PUBLISH THE ANSWERS IN FUTURE EDITIONS OF ACCELERATOR – Please send your questions to enquiries@philmjones.com

This may sound like a silly question, but we are busy with customers yet still not making enough money. How do we move into new areas without upsetting the customers that helped get us started?

The answer to this question is simple. If your offering has changed, service level improved and experience grown then it would be fair to say that your prices should increase.

Explain to each of your existing customers that your business has changed and re-sell a new offer to them. Those that choose not to continue working with you can be thanked for their business to date with a promise from you to stay in touch. However, you will be surprised by how many accept your new prices and will be pleased to share your success. Typically the result will be a maintained or increased revenue stream for a reduced workload.

My customers often bully me to lower my prices and I give in too easily. What can you suggest to help?

First, ask yourself if you have built enough value into your proposition through your questioning. If this answer is yes, the good news is that this situation is entirely your fault and as such can be reversed.

Be proud of your prices and don't give an inch. Stick to a fair price from the outset and do not negotiate as this shows weakness and suggests you did not believe your first price was fair.

If you feel you need to give a little to secure the business then think what you can add rather than discount. For example, add a gift or introduce them to an additional service. Finally, if you feel you are being boxed in remember this is your chance to use the conditional close question: If I agree to ..., will you in return ...?

I have been offered some business from a customer but I do not want to do at this type of work at this stage. How do I decline without closing the door for ever?

This is always a difficult scenario and one which requires skilful handling. You must always be grateful of every offer of business. It certainly pains me to turn business away however, on occasions it is the right thing to do. In my opinion honesty is the best policy. Diplomatically explain the reasons why you are not in a position to accept their offer at this time but reassure them that you would be delighted if they would consider you in the future. The success of this approach lies with your integrity.

We get lots of testimonials. How do I use them to win more business?

Receiving testimonials is an essential part of growing a business and well done to all who receive a regular stream. My advice would be to present them in a variety of ways. We post ours on our website in both video and written format. A more creative use is to display them to decorate the high footfall areas of your business premises to influence customers and build staff confidence. Consider also utilising them through social media, add them to your Facebook page and request recommendations through LinkedIn, which is a great tool to influence your potential new customers. Only too often testimonials are kept a secret so do make sure they are in the public domain for all to see.



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