

SELLING Rules!

52 ways you can achieve sales success

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BRIGANTINE MEDIA

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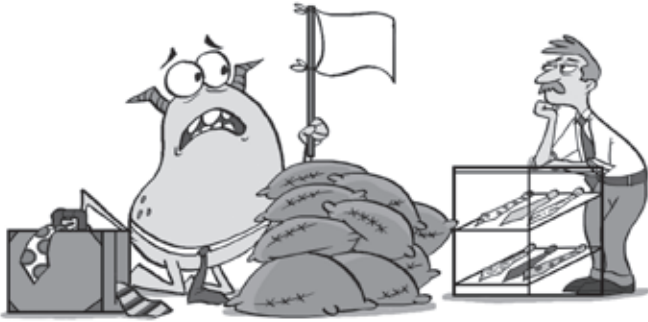
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- 18 Practice humility.
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- 21 Sell good feelings and solutions to problems.
- 22 Guarantee your work.
- 23 Under-promise and over-deliver.
- 24 Copy ideas from other businesses.
- 25 Headline your benefits.
- 26 Welcome complaints.
- 27 Give away your merchandise.

The Rules

- 28 Don't worry if someone copies your best ideas.
- 29 Choose success.
- 30 Offer "Added Value."
- 31 Fill your orders quickly.
- 32 Know how to sell . . . in a letter.
- 33 Involve your staff.
- 34 Know these three ways to do more business.
- 35 Give customers what they want to buy, not what you want to sell.
- 36 Don't use percentages when selling.
- 37 Learn the five steps that produce selling ideas.
- 38 Everybody sells.
- 39 Enjoy your work.
- 40 Brand yourself.
- 41 Be known for something that's "yours alone."
- 42 Don't forget or change what made you successful.
- 43 Study successful salespeople.
- 44 Sell one customer at a time.
- 45 Don't fear the giants.
- 46 Have an invisible cabinet.
- 47 Practice the Rule of Three.
- 48 Fear of loss is far more powerful than promise of gain.
- 49 Fear of loss is far more powerful than promise of gain.
- 50 When you speak first, you lose.
- 51 Be prepared.
- 52 Don't close the sale.
- 53 PS: Check up on yourself.

RULE 1



Persevere.

TOM, THE TIE salesman, was an annual visitor to our clothing store.

We never bought anything from Tom because his ties were all made from polyester fabrics. The ties we carried were made of natural fabrics: cotton, silk, wool.

One day when Tom appeared, I said, “Tom, you know we don’t carry polyester ties. When are you going to stop coming to see us?”

He answered, “It depends on which one of us dies first.”

McGraw-Hill did a survey on how many calls a salesperson had to make to a new prospect to achieve an initial sale.

The answer: four.

Many salespeople give up after the first try. Or second. Or third. Rejection is difficult to accept. And then a competitor appears on the scene and makes the sale because the first salesman did not persevere.

Internet advertising gives you new tools to persevere. You can remarket to prospects who visit your site. You can follow that potential customer all around the Internet with advertisements and messages. Those ads that appear are little reminders to the customer that you're still around.

You can also send an e-mail to a customer who does all-but-order in your shopping cart. Maybe the customer found the item elsewhere, or decided not to purchase it . . . but just maybe, she was distracted during the process and will buy the product from you when you let her know she didn't quite get the order finished.

Perseverance. The best salespeople have it in spades.

RULE 2

Listen.

A MAN WAS invited by a prominent hostess to all her parties because her guests told her how much they enjoyed his company. The hostess was confused. He was no life of the party. He was, in fact, quiet and subdued. Why did her guests like the man so much?



At her next party, the hostess introduced the man to one of her guests and then, unobtrusively, remained in close proximity to hear his technique. It was very simple. After being introduced he would ask the person he just met, “Tell me about yourself . . .” And then he would just . . . listen.

He listened to people talk about their jobs,

their family, their hopes, their dreams. Where would they like to go on their next vacation? Why? For how long?

Later, everyone told the hostess what a marvelous addition he was to the party.

Here's why: People who listen seem to care more about people. They come across as more open-minded and thoughtful. Those who continually talk come across as pompous and self-centered.

There are lots of ways to listen to your customers. Free or low-cost Internet survey tools such as Survey Monkey or Zoomerang make it easy to obtain customer feedback. Listening to your customers may be the best way to be sure that you are selling what your customers really want to buy.

Dale Carnegie, author of *How to Win Friends and Influence People*, said, "You can make more friends in two months by being interested in other people than you can in two years by trying to get other people interested in you."

RULE 3



Smile.

START EVERY SALES call or conversation with a smile.

A major telephone company had its operators call customers for new marketing services. Half the salespeople were told to smile while giving the selling message over the phone. Half were told not to smile.

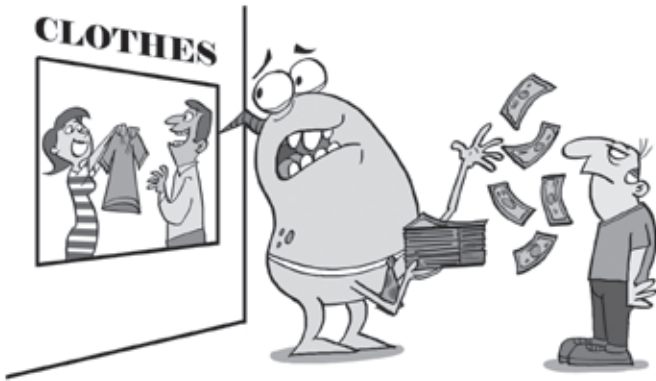
A survey company then asked the customers if they knew if the salesperson was smiling when talking. More than 80 percent of the customers could discern if the salesperson was smiling simply by listening to them.

Smiling not only helps sell, it also has beneficial results for the employees themselves. Jessica Pryce-Jones, author of *Happiness at Work* and CEO of iOpener found that the happiest employees are 180

percent more energized than their less content colleagues and spend twice as much time on their work as unhappy workers. They also take 66 percent less sick leave than the unhappiest workers.

When you interview a job applicant, count the number of times he smiles. That's a good indication of how he'll do on the job.

RULE 4



When you fish, go where the fish are.

MOST COMPANIES SPEND five times as much money looking for new customers as they spend on current customers. That's a bad allocation of resources.

Try spending more on the customers you have. Your current customers know you, trust you, and (most importantly) spend money with you. It is far, far easier to sell more to your current customers than to find new ones.

Brian Wolff, author of several books on loyalty marketing, did a 1994 study in the supermarket industry that found that the top 30 percent of customers were responsible for 80 percent of revenues and all of the company's profits.

Wolff recommended that supermarkets (and other companies) reward their best customers by giving them special discounts. As Wolff's ideas spread throughout the industry, loyalty cards and data collection became ubiquitous. Supermarkets and other industries like hotels and airlines began rewarding loyal customers more than new customers. Now Amazon keeps track of every purchase you make and encourages ever-increasing levels of loyalty through the many benefits in its "Prime" program.

In the early 1900s, Reverend Russell Conwell gave one speech more than 6,000 times, raising five million dollars to found Temple University. The title of the speech: "Acres of Diamonds."

Conwell's theme: "Your diamonds are not in far distant mountains or in yonder seas. They are in your own backyard if you but dig for them."

Dare to be different.

YEARS AGO, WE were planning our annual winter sale and looking for an idea to make us different from all the other stores running winter sales. I suggested having a sale for three hours on New Year's Day.

My colleagues were not enthusiastic. They said:

“All the other stores in town are closed so we won't get the usual traffic.”

And: “It's the morning after New Year's Eve. People will still be sleeping.”

And: “People stay home on New Year's Day guzzling beer and pretzels in front of the TV set watching the Bowl games. It's a tradition.”

But we tried the sale anyway and created a new tradition.



We sent a mailing to our customers announcing a “private” winter sale from noon to 3:00 p.m. on New Year’s Day. We said the announcement they were reading was sent only to those on our mailing list and would not be advertised in any other way.

We arrived an hour early to check the merchandising and signs. When we approached the store we saw lines of people standing outside.

Our first thought was there was a break-in, a fire, something . . .

No. The customers were waiting for the store to open.

We did more business in the three hours of our New Year’s Day sale than we did any *week* of the year!

Surely the other stores in town would follow our lead and also capture this success.

Amazingly, they did not for ten years!

When asked why, they said, “No one goes shopping on New Year’s Day. It’s a tradition.”

RULE 6

Know the “lifetime value” of your customers.

I MET STEW Leonard at his famous supermarket in Norwalk, Connecticut, and he explained why each customer is important: “The lifetime value of a customer in a supermarket is about \$246,000. Every time a customer comes through our front door I see, stamped on her forehead in big red letters, \$246,000! I’m never going to make that person unhappy with me. I can’t afford to lose a customer to my competition.”

Stew told me the event that hammered home this philosophy.

When Stew’s store first opened, a customer returned a quart of buttermilk she had bought at his store. She said it didn’t “smell right.”



Stew smelled the carton and told her, “Smells right to me.” He called over his milk manager and the manager agreed that the buttermilk was fine.

The woman disagreed. Stew and the woman then argued back and forth over who was right. Finally, Stew gave the customer her money back.

The woman left. But not before she gave him this parting shot: “I don’t like the way you treated me. I’m never shopping here again.”

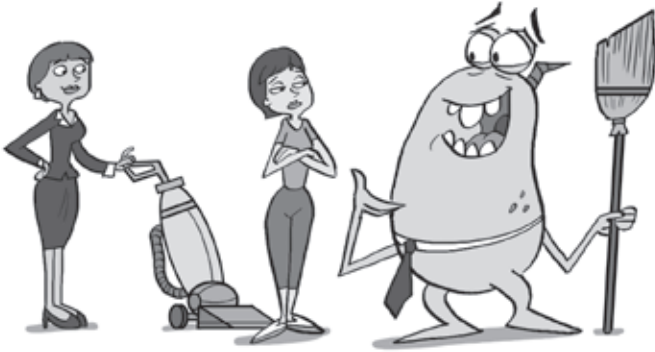
Stew realized he had done the right thing (he refunded the customer’s money) but he had the wrong attitude. He lost \$246,000 arguing over a quart of buttermilk.

There is a three-ton stone in the front of Stew Leonard’s flagship store. Engraved in the stone are these words:

Rule 1: The customer is always right!

Rule 2: If the customer is ever wrong, reread Rule 1.

Create a "want."



THE MAN WHO invented the vacuum cleaner went bankrupt.

He sold the patents to a Mr. Hoover who brought this new-fangled "electric broom" to department store buyers.

The buyers turned down the vacuum cleaner. Their reason: There was no need for this contraption. People bought inexpensive brooms to clean floors and rugs. Who would want to spend more money for an electrical gadget that did the same job?

So Hoover hired a sales force that went door to door. They walked into living rooms all over America, spilling dirt on rugs and then whisking them clean with this new "vacuum cleaner."

Soon, every home had to have one.

Soon, department stores quickly stocked vacuum cleaners because their customers wanted them.

What happened? A “want” was created by a clever marketing campaign.

And now vacuum cleaners are being challenged by a more sophisticated “want.” Thanks to the invention of the robot vacuum, customers today want the appliance to do the cleaning by itself!

Today’s successful salespeople are not need-fillers. They are want-creators.

As little children we are asked by adults, “What do you want to be when you grow up?” No one asks, “What do you need to be?” The reason is simple. If you “want” something strong enough you will produce it, work for it, or buy it.

RULE 8



Always think about “you.”

THE WORD “YOU” is the one of the most important words in selling.

Advertising expert Paul Suggett rated the ten most important “power” words in advertising. Number one on his list was “you.”

“You” keeps you reading. In the 1960s, the weekly news magazine *Newsweek* was struggling to compete with its larger rival *Time*. *Newsweek* was able to gain readers partly because of its subscription letter written by copywriter Ed McLean and used for nearly 15 years. The letter returned a higher rate of subscriptions than all the other letters *Newsweek* tried. More than 100 million copies of this letter were mailed!

The letter began, “If the list upon which I found your name is any indication, this is not the first—nor

will it be the last—subscription letter you receive. Quite frankly, your education and income set you apart from the general population and make you a highly rated prospect for everything from magazines to mutual funds...”

The word “you” is used 26 times on just the first page of the subscription letter!

AdEspresso, a Facebook advertising company, recently analyzed 37,259 Facebook ads and found out that the most popular word used was “you.” (Other top contenders: “free,” “now,” “and “new.”) It worked fifty years ago and it still works today—“you” is the magic word!

RULE 9



Be odd.

“The god delights in the odd number”

—*Virgil*

ODD PRICES SAY “bargain” to the customer. If a product sells for \$29.99 it “sounds” less expensive than \$30. In fact, it even “feels” closer to \$20 than \$30.

A test was given to women members of church groups and PTAs in middle income Chicago suburbs by Robert Schindler, assistant professor of marketing and behavioral science at the University of Chicago Graduate School of Business.

His team put together two booklets of clothing, furniture and shoe ads from out of town newspapers (so the women would not be prejudiced by names they knew).

The put even prices in one booklet and odd prices in another booklet for the same merchandise. Each group saw only ONE booklet. Here are the results:

- Odd prices had a positive effect.
- Reducing the item in price by as little as one cent increased the number of people who thought the advertised item was on sale, even though NONE of the ads said “sale.”

A study did an analysis of final digit prices used by retailers. The number “9” was used 36 percent of the time.

The lure of odd pricing is the reason that Apple prices a laptop at \$1,299.99 and not \$1,300. The one cent difference makes the consumer feel the laptop is in the \$1,200 range and not the \$1,300 range.

Odd.

But true.

RULE 10



Do what winners do.

EDWIN HOYT WENT to a men's clothing store to buy a jacket. When he went home that evening he was surprised to see that, in addition to purchasing the sport jacket, he had also bought additional merchandise: pants, shirts, and ties.

He wondered how that happened when he only planned to buy the jacket.

He returned to the store the next day. He told the salesman he was a writer. Would the salesman share with him the secret of selling him so much more than he planned to buy?

The salesman told Hoyt his selling methods. Hoyt became intrigued with the idea of finding out what techniques were used by top salespeople. For the next few years he traveled across the US asking

top salespeople what made them successful. He discovered that almost all of them had the same ten characteristics. Here they are:

- 1 Work hard.
- 2 Be self-confident.
- 3 Have self-discipline.
- 4 Persevere.
- 5 Be flexible.
- 6 Have goals other than dollars.
- 7 Respect the buyer's good sense.
- 8 Learn from others.
- 9 Be able to handle big dollars.
- 10 Be a perfectionist.

YOU GOTTA KNOW THE **Rules!**



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by Steve Hickner



Customer Service Rules!
by Don Gallegos



Customer Experience Rules!
by Jeffrey Bean



Supermarket Rules!
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