



# RADIO flier

REPRESENTATIVE AND DISTRIBUTOR INFORMATION ON-LINE

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## SALES MOTIVATOR!

By Ron Fleitz

**“You Talk Too Much”** Some of you may remember that famous 1960 golden oldie by Joe Jones (Run DMC had another song by the same name in 2002). Being a former radio announcer, I can understand how exciting it is to talk between songs, ham up the weather, torture the caller etc. You never have dead air (silence). Something is always being heard. However, that is not what we are supposed to do in sales.

Many moons ago, I remember running a sales training program where sales people all had the chance to make a presentation to either one of my associates or myself. I was playing a cardiologist and the representative was selling me an EKG. I learned a lot about that EKG in the first three minutes and wanted to ask a question. However, the sales rep, proud of his efforts at preparation, kept talking. He never saw or even realized I wanted to speak. He like many, think they have the entire day to present and close!

This rep, and all of us need to break the presentation cadence every once in awhile during a presentation. In other words- we need “dead air”. It does several things. It allows the prospect the opportunity to participate. It changes the pace which in turn allows a growth in interest. It allows you to adjust your inflection, which also adjusts the listeners attention span. That little bit of silence at the right time entices the prospect to jump into the sales presentation and become an interactive party in what is now a discussion. And if presented right, a break in the action will allow the serious prospect the opportunity to start closing the sale for you. It will definitely work in your favor (Unless you are really a monotone bore at which time a mention of the door might follow.) Remember, if the customer is active, five minutes seems like two!

We are all guilty at some point in time. However, you can't afford to be too guilty OR too talkative at the wrong time. As we all know, sometimes distributor reps only have three minutes in front of the customer. If we take ALL three, when does the prospective customer get to speak? Therefore, another challenge... how do you make a two minute presentation to the point with enough information given for a one minute Q & A?

Discover how you can make that two minute presentation short enough so you can have time for Q & A and close the sale in three minutes. Watch an interactive (two or more people) TV commercial. It's a well rehearsed sales presentation. If you really want to start closing more sales, write a few TV commercials. You'll see how fast you can get to the point so the prospect can have plenty of time to talk. **Happy Selling! Ron**

**Quote of the Issue**  
“Genius is the ability to reduce the complicated to the simple.”

C.W. Ceran.

### Manager's Thoughts

“A group of people working together can come up with smarter decisions than one individual, no matter who he is”.

Ed Houcek, VP  
Dewar Information Systems Corporation

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