



# RADIO flier

REPRESENTATIVE AND DISTRIBUTOR INFORMATION ON-LINE

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## SALES MOTIVATOR!

By Ron Fleitz

**Building sales and Trust....** Wouldn't it be nice if every new door you walked in, the customer said "I'm so glad you are here. I am converting all my business over to the next person in the door and you are the winner!" Fantasy aside, you would want to run an immediate credit check, they may be on credit hold with another company or two.

Competition is immense and coming from all directions; other similar distributors, telesales, internet, GPO's, and on and on. Everyone is competing for fewer customers. And you have been told to build your business fast. But no matter who the competition, you need to earn some trust before anyone new will start buying from you. Here are just a few obstacles to earning trust in that "prospective" account. (You might want to list all your prospects and ask these questions yourself!)

- First of all, has the prospect ever met you before?
- Did the prospect have a previous bad experience with your company?
- Do they know your personal work capabilities and those of your company?
- Will they perceive that all you want to do is take business from the rep who has been serving them for years?
- Does the prospect trust sales people?

Sometimes sales people approach customers like it's the bottom of the ninth inning, 2 outs and you are the last chance to tie the final game of the series before you lose your job for low sales. You want to "kill" the ball. And that is how you "kill" the account possibilities. You try to make a sale before you earned the trust of the customer. If that doesn't say—money first, relationship second, I don't know what will. Remember, the company who has the business, earned it somehow—whether it has been because of good service, fair pricing, "friendship", trust and/or faith. But you'll never earn it if you don't keep calling on them.

You have zipo as you walk in the door! In about 15 seconds your sincerity had better show to the gatekeeper, or you won't get a chance to talk about pricing, service, or zilch. You will get to show your backside as you quickly depart.

However, if you have been truly covering your territory, calling on all those prospects, and have tried to build the relationship, you may have gained the trust and faith with that potential account and don't know it. A simple discussion with your manager may provide the nudge to get them buying from you. Because you can turn up the ratchet a bit. And your manager will know you have tried numerous times to get the account's business. Those who have continued calling on prospects regularly are in the batters box ready to go to bat. And because they have been actively seeking to play, chances are the prospect will still try to strike you out. However, you the batter, have earned the right to play and know how to hit that curve ball heading your way. Of course, those who have just started to play catch-up are like the baseball player in the bottom of the ninth.

**Happy Selling! Ron**

**Quote of the Issue**  
"Don't wait for your ship to come in, swim out to it." Unkown

### Manager's Thoughts

"What you really have to rely on is your own intuition and when it comes down to it, you really don't know what's going to happen until you do it." Konosuke Matsushita, Founder—Matsushita Electric Industrial Co.

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