

\$ales \$ense June 2003 from BaerMarketing.Net

This June 2003 edition of \$ales \$ense, from BaerMarketing.Net, breaks new ground in a few ways. First, the format is different. Rather than a long rambling newsletter, you get a sneak preview at each article. Then you can click thru to www.BaerMarketingNetwork.com to read the full articles. Secondly, the site where it takes you is my new website! It is mostly completed, but still, and always, a work in progress. In fact, I'll be making some significant home page changes based on the information in the first article below. Additionally, I'll be taking monthly polls from my readers in order to help bring you useful information based on those poll results as well as to help you compare your business to others in North Carolina.

Most of all, I'm trying to gather "The Best of the Web" to bring you useful, concise information that is pertinent to your sales effort and to running your business effectively. In this issue, we address website home pages and voicemail. Please read on, click thru, enjoy, learn and put it all into action! Thank You! Have a Great Month Selling!

MAKE YOUR HOME PAGE INDUSTRIAL BUYER-FRIENDLY - from Thomas Regional Websites
What happens when an industrial buyer gets to your website? Make sure your home page is a Navigation Page that helps buyers...The idea behind a Navigation Page is to make it easier for buyers to quickly get to the information they need, so they can more easily select you as a supplier. [Read More](#) (in this PDF version, please click thru to the subsequent pages for the full articles)

EFFECTIVE VOICEMAIL MESSAGES - Jeffrey Gitomer's Sales Caffeine Issue 83
"...if you leave a bunch of puke about who you are and what you do, they don't care, and won't return your call." [Read More](#) (in this PDF version, please click thru to the subsequent pages for the full articles)

GET OUT OF VOICE MAIL JAIL - by Landy Chase
At the time it was invented, voice mail was a truly marvelous business tool. The original intent, of course, was to give people the ability to leave detailed information for one another without the need to write a message. Unfortunately, people learned quickly that it had another, less noble function - the ability to create a buffer that allowed the user to avoid taking phone calls. Today, there are many people - too many - who rely on voice mail to answer their phone for them. [Read More](#) (in this PDF version, please click thru to the subsequent pages for the full articles)

REACHING DECISION-MAKERS THROUGH VOICEMAIL - by Shamus Brown

When prospecting, you can look at voicemail as either your friend or your enemy. With 70% of your prospecting calls going to voicemail, it is time to make friends with it. [Read More](#) (in this PDF version, please click thru to the subsequent pages for the full articles)

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BaerMarketing.Net represents the Thomas Regional Industrial Buying Guides and ThomasRegional.com (a part of Thomas Publishing/Thomas Register). We help connect manufacturers and MRO companies in North Carolina with their target customers in the Carolinas and beyond. We offer comprehensive marketing solutions and lead generation programs for manufacturers and for any company selling to the manufacturing or MRO marketplace.

BaerMarketing.net also offers complimentary marketing services such as websites and internet marketing, eCatalogs and online order taking solutions, online RFQ bidding for industrial buyers and sellers, direct mail, logo design, telecommunication solutions, and lead research and follow-up training.

Additionally, BaerMarketing.Net will partner with local and regional industrial development and economic development groups to conduct marketing/business promotion seminars for existing industries and businesses.

If you no longer want to receive this newsletter, please contact me and I'll remove you from the impressive, prestigious and growing list of recipients!

EXPERTSONLINE FROM THOMAS PUBLISHING

Make Your Home Page Industrial Buyer-Friendly

This tidbit from ExpertsOnline focuses on what happens when an industrial buyer gets to your website?

Make sure your home page is a Navigation Page that helps buyers quickly...

- find out if you have the products or services they need
- link to the detailed information they need to make buying decisions

The idea behind a Navigation Page is to make it easier for buyers to quickly get to the information they need, so they can more easily select you as a supplier. It all starts with the home page. If they can't find what they need on your home page, they will look elsewhere. That's why it's critical to make sure it features:

- Clear and simple navigation - Across the top of the page, and down the left side
- A list of annotated links - Straightforward title links followed by a 7-12 word description of what information buyers will find when they click on each link
- Action-oriented links - For example: Request Quote, Get Specifications
- Additional navigational tools - Site map and search capabilities
- Minimal scrolling required - Page takes up no more than 1 ½ screens
- Not an "image" page - Keep marketing content to a minimum (use the very right side of the page)

Click on this sample page for a good example of a home page designed by Thomas Regional Websites that follows these rules. I know that my site at www.BaerMarketing.Net doesn't follow these rules well, so I'll soon be changing it! I hope you will fix up your home page as well! It is your site so it should be easy to change! If it is a burden to make changes like these then give me a call!

GET OUT OF VOICE MAIL JAIL - by Landy Chase

At the time it was invented, voice mail was a truly marvelous business tool. The original intent, of course, was to give people the ability to leave detailed information for one another without the need to write a message.

Unfortunately, people learned quickly that it had another, less noble function - the ability to create a buffer that allowed the user to avoid taking phone calls. Today, there are many people - too many - who rely on voice mail to answer their phone for them.

The first thing to remember when dealing with "Voice Mail Jail" is that, as a sales person, you aren't the only one who is having the problem. People who abuse voice mail don't just screen out sales people. Peers, customers, friends, even the boss - all have to deal with the problem.

There are two key skills for effectively dealing with voice mail. The first one is creativity. You have to be willing to find ways around the voice mail barrier - ways that other people are not willing to do. Secondly, you must be persistent. You may have to try repeatedly to have success.

Here are four strategies to getting around voice mail. I call these "Defcon" levels because each time one doesn't work, it becomes necessary to take the effort to the next level.

DEFCON 1. Call at a time when the voice mail barrier is likely to be down. My personal preferences are: 8 a.m.-8:30 a.m., lunchtime, and 5 p.m. - 5:30 p.m.

DEFCON 2. Try sending an email. Email is a great way to communicate with people who don't answer their phone, because they can reply to you without having to talk to you. The same wimpy personality traits that make voice mail attractive also lend themselves to using email.

DEFCON 3. By this time, a considerable amount of your personal time has been wasted through the time you've spent with the voice mail system. You do not have time to be "monkeying around" with voice mail problems. Why not call the company and complain (politely) about this situation? Call customer service and say, "I've been trying to reach _____ repeatedly, and your voice mail system is frustrating me. Could you please either connect me directly, or possibly page them for me? I would greatly appreciate it."

Once the person comes to the phone, apologize for having to have them interrupted. Then remind them that you have been trying repeatedly to reach them without success, and felt that it was necessary to take this step.

You might think that this is an overly aggressive tactic. For those of you who feel this way, I have two questions for you: (1) Do you value your time? (2) Do you feel that you have a good reason for calling? If you answered "yes", then you won't hesitate to use the approach.

DEFCON 4. This last-ditch attempt to reach the person is only used when (1) it is extremely important to you that you reach the person and (2) all other attempts have failed. This is truly the "Hail Mary" of voice mail strategies — when it's fourth down, 40 yards to go to a touchdown, you're down by 5 points and there are only 4 seconds left on the clock.

Write a personal letter to the person. Explain why you want to talk with them and that you have tried repeatedly to reach them. Ask them to expect your call. Put the letter in a blank, white envelope with

no return address. Write their name ONLY in large letters on the front on the envelope (no address, etc.)

The next time you are in the company's vicinity, walk the letter in yourself. Hand it to the receptionist and say, "Can you make sure that ____ gets this for me? Thanks!" and promptly walk out of the building. Call within 2 hours. Tell the secretary, "I'm following up on hand-delivered correspondence that ____ received from me within the last 2 hours, and he/she is expecting my call." When you reach your contact, simply say "I'm the person who dropped off the letter". They'll know who you are.

About The Author:

Professional Training Qualifications Landy Chase is a nationally recognized expert who speaks professionally to associations and corporate clients in the area of professional sales and marketing skills. His dynamic, unique ideas on developing and expanding productive client relationships have earned him a reputation, after over one thousand paid engagements, of being among the best in the business at delivering maximum audience value. He has a re-hire rate of over ninety percent with his clients, an almost unheard-of feat in the speaking profession.

In a field populated with marginally qualified resources, Chase's qualifications for providing superb value rank among the top speakers in the United States, and form the foundation for his ability to deliver excellent material. These include repeat President's Club awards as a sales professional, platform experience as a National Sales Trainer for a two-billion-dollar corporation, and experience as a regional manager for both small-business and major-account sales teams. He also served as Director of Business Development for Arthur Andersen and Company prior to founding his own firm.

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Article from the archives of "The Sales Trainier" newsletter at www.SalesTrainingCamp.com.

Sales Skill #4: Reaching Decision-Makers Through Voicemail

There's two ways to make more sales. One is to close more of the prospects you do contact. The other is to get more prospects into the pipeline. When prospecting, you can look at voicemail as either your friend or your enemy. With 70% of your prospecting calls going to voicemail, it is time to make friends with it.

Although you will never get even close to getting every voicemail returned, you can get a significant number of your messages returned when treat them as a one-on-one commercials.

KEY TIP: Prepare 3-5 separate benefit-focused voicemail messages that you can leave over a period of days or weeks for a single decision-maker before you give up on her. Each message should focus on a single unique customer-focused benefit.

From 7 SALES SKILLS TO IMPROVE ON - by Shamus Brown

About The Author:

Shamus Brown is a Professional Sale Coach with a background high-tech sales to Fortune 500 companies. He personally coaches dozens of sales professionals and entrepreneurs to increase their sales every year. Shamus has authored over 50 articles on selling, many of which have been printed by publications such as SellingPower.com.

You can get his EGOPOWER Sales Tips newsletter by sending an email to subscribe@industrialego.com or read 4 years of back issues now at <http://www.egopower.com>.

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#492

The guy wouldn't call me back. I wonder why?

Can you tell me if voice mail has ever been a problem?

You call somebody up on the phone and you get their voice mail. You're thinking to yourself, should I leave a message or not? Have you ever had that thought? Should I leave a message or should I not leave a message? That's a big question isn't it? Because sometimes you leave a message (and I know this is a surprise) and they won't call you back. Rats.

That defeat tends to make you not want to leave a message more often than not. Isn't that true? Why is that true is a better question. REASON: Whatever you do or whatever you want is not very important to whoever you are calling. Let me repeat that: Whatever you do or want is not very important to the person that you are calling.

What do you think keeps your customers up at night? What do you think is the biggest thing on their mind? What makes them lose sleep?

Losing or making money? That might be one. Profit. What's another one? Keeping customers loyal? Sure! Do you think sometimes their family might keep them up at night? What about their business? If they are in business for themselves, do you think they are concerned about making more sales of their stuff? Competition? Ouch. How about a few other concerns...

Productivity! Do you think that that may be a concern of theirs? Keeping good people? Rising costs to operate? Income tax? I mean, is anybody here not concerned or angry about having to file their tax returns? Actually, I look at income taxes as rent to live in America. Makes it a lot more palatable.

Understand this: The things that keep your customers up at night have little or nothing to do with you. Your job is to try to figure out some ANSWERS to what keeps your customers up at night, and have IDEAS about what keeps your customer up at night. Your job is to be an expert at what keeps your customer up at night.

Your customers and prospects want to sell their stuff. They want to make a profit. They want to keep their customers and employees loyal, and they want to have no problems. If you are not an expert at those things, you're in trouble. And usually, those things have nothing to do with what you are selling at the moment.

HERE'S THE POINT: What concerns your customers and prospects is also the key to leaving a voice mail message, and getting your call returned. Aha!

See, if you leave a bunch of puke about who you are and what you do, they don't care, and won't return your call. And there are five other guys that called them up about financial services or advertising or accounting services or copiers or cell phones (or whatever it is you sell) in the past week. And you're just one of the five. Isn't that true?

I don't want to define what you sell as puke -- BUT Bubba, they've heard it before. Let's just say it like this: They've heard it before AND prospects are certainly doing OTHER IMPORTANT things with their day to where they don't want to hear it again.

So, if you are going to leave message, you have to be able to give enough value or reason to get your voice mail returned. That is the whole key to response success. Are you good enough to get a call returned, depends on how much you know (or study) about how to solve or help with what concerns THEM, and leave a message about that.

A message about profit, loyalty, productivity, sales, morale, family, kids - something in terms of the prospect - a tip, an idea - something that says "I have EARNED a return call." And something that separates you from the other five messages about the same thing you sell.

Suppose you called them and left a sales lead as a message. Would they call you back if you said - "Hello, John, this is Jeffrey Gitomer - I was talking to someone yesterday about your services - the guys name is Harvey Zilch - and he sounded pretty interested - call me at 704-333-1112 and I'll give you his number and a few details."

ONE HUNDRED PERCENT RETURNED CALLS.

NOTE WELL: This requires WORK on the part of the salesperson - and it's work that separates the great ones from the mediocre ones. Which are you?

If you spent the same amount of time preparing for your sales calls as you do whining that someone didn't return one, you'd be the number one salesperson on your team. Maybe the company. Maybe the world.

Press "one" if you want more sales.

Free GitBit... Wanna test your phone skills and savvy? Want to rate your phone-ability? All you have to do is go to www.gitomer.com - register if you're a first time user, and enter the words PHONE TEST in the GitBit box.

Jeffrey Gitomer, author of The Sales Bible, and Customer Satisfaction is Worthless, Customer Loyalty is Priceless. President of Charlotte-based Buy Gitomer, he gives seminars, runs annual sales meetings, and conducts internet training programs on selling and customer service. He can be reached at 704/333-1112 or e-mail to salesman@gitomer.com



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