

GOING THE EXTRA MILE FOR CLIENTS

So many times when I'm calling on clients they bring up other matters that can be a real issue for their business but outside of what I'm presenting to them.

The question is, do you ignore what they say and get them back on track to your product, after all it's not your problem. Or, do you take an active interest and try and help them out if you can?

I always go for the second option. Generally you're in control of the sales appointment so you can easily get them back on track when you need to, but there's nothing like a good bit of empathy and an offer to help with solutions to earn you brownie points.

Point in case, I cold called a retail store and recognised the owner from a previous sales approach. After catching up I started promoting the product I was representing. Once I had entered into discussions with the owner, I found there was some business that we could do, but there was a major problem with the shop. The company I represented did not have a solution, however I knew of a new product on the market which could possibly solve the problem.

I got in touch with the product's supplier who followed through on the lead. Two weeks passed and I received a phone call from the company I offered the lead to, saying that it eventuated in a sale and they would like to offer me a percentage which was very nice.

"The point I want to make is that if or when I go back to that shop the owner will have greater affinity for me because of my helpfulness in sorting out a problem which I really didn't have to bother with. Which also saved them time and gave a solution exactly to what they were looking for."

Paul Richardson - Maximise NZ Ltd



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