

Confidence Checklist

INCREASE YOUR SALES PROFITABLY



Opening a Can of Worms

by Wayne Ens

Thomas Szaky shocked his parents a few years ago when he decided to drop out of Princeton University to start a business, marketing worm poop. To their dismay, he explained his organic plant food would be made from worm poop and be packaged in recycled pop bottles as house plant fertilizer.

But today the 26-year-old Canadian is having the last laugh. His fledgling firm landed the Wal-Mart account, one of the most prized in retailing, and expects to do more than \$25 million in sales next year.

Each week, thousands of inventors and sales people try unsuccessfully to get their products stocked on Wal-Mart shelves. So how did a young Mr. Szaky nab the business at mighty Wal-Mart?

"I don't know", he says. "I made 61 phone calls and the last one finally worked. I guess it was just sheer persistence."

Selling is often defined as 'a transference of confidence'.

Do your sales people have enough confidence in your products to make 61 calls on the leads your advertising generates? And is your advertising persistent enough to open new doors?

This Confidence Checklist will help build and maintain their passion and enthusiasm for your products or services.

Confidence Checklist

- 1.) We demonstrate the value our company delivers to our staff and to our customers every week. Yes No
- 2.) We train our people in the product knowledge they require to handle any and all customer inquiries. Yes No
- 3.) We have regular sales meetings to share customer testimonials and sales success stories. Yes No
- 4.) We continually look for and present *new* information about our products, our company and the value we deliver. Yes No
- 5.) Our advertising does not build unrealistic customer expectations. Yes No
- 6.) We continually solicit staff input and participation in our advertising and promotions. Yes No

- 7.) We *always* recognize and reward a job well done by our staff.
Yes No
- 8.) Our advertising predisposes our prospects to trusting our people and our products.
Yes No
- 9.) We conduct 'exit interviews' when our sales or customer service people leave the company to ask what we can do better to prevent staff turnover in the future.
Yes No
- 10.) We offer free or highly-discounted products and services to our staff and their families so they can experience them first hand.
Yes No
- 11.) Our staff knows we always honor our warranties and guarantees and that we are serious about doing whatever is necessary to enhance customer satisfaction.
Yes No
- 12.) Our staff is empowered to keep our customers happy.
Yes No
- 13.) We reward effort, attitude and knowledge as much as we reward closing a sale.
Yes No
- 14.) Our staff has practiced explaining in 20 seconds or less, why a customer should drive past five competitors to do business with us.
Yes No
- 15.) We hire sales and customer service people based upon attitude more than experience, and *always* treat them with respect.
Yes No

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