



Your guide for sales growth written
for "non-sales" people
by a "non-sales" person

**Sales
Growth
Through
"Non-Sales"TM**

Sample Book Edition

Bob Riess

Your guide for sales growth written
for "non-sales" people
by a "non-sales" person

Sales Growth Through "Non-Sales"™

Bob Riess

MicroPress

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Foreword

My thanks to all the friends and family who have believed in my ability to grow a business and help others do the same. There are too many of you to specifically mention (other than my wife Cindy and son Alex).

My special thanks to all my customers that have given me the opportunity to offer services that I enjoy providing and allowing me to help contribute to their non-sales selling success.

Bob Riess

Non-sales is simply asking the right questions and educating the customer to help them make the right decision.

Customers need to know how you will make them money and/or make their life easier and where you have done it before.

The days of returning a phone call as a matter of courtesy are over.

A plan in your head is not a plan.

“Sometimes it just takes a six pack of beer...”

Preface

This guide is written for non-sales people—those of us who do not consider ourselves naturally talented at meeting new people, accepting rejection, influencing others, and at making sales. People who say: "I can't sell anything." "I don't sell." "I don't like salespeople." or the like, yet find ourselves in contact with customers and have a real opportunity to grow the business.

I understand the intended audience for this guide because I inexplicably chose sales as a career despite my basic reluctance to meet new people, a fear of the telephone, and a real comfort level with the safety of an office cubicle. When I tried to "become" a salesperson, I failed miserably. I was about to give up (actually someone might have made the decision for me) when I figured out how to succeed by simply making a few small changes in my approach. Before too long, I was exceeding my quotas and was promoted to the position of sales trainer for my division at NCR. As a sales trainer and performance consultant for GE, I earned trainer certification on several programs. As the owner of The Customer Connector, I help my clients enjoy measurable business growth through the application of many of the activities outlined in this guide.

The challenge (and my opportunity) with most sales books are that they are:

- either too long and/or do not contain the activities necessary to learn the skills in the book.

- written for the individual who has chosen sales as a career.

This guide is just the opposite and is heavy on activities. In fact, I guarantee that when you use the ideas and tips provided in this guide, you will improve your non-sales success.

As you read this guide and complete the activities, your ultimate non-sales success will not come from being “pushy,” but will come from believing in your value, having a strong plan, leveraging the talents of all those that surround you, and making simple changes in your approach to move the sales process forward. Part One is critical to your understanding the most important and basic principle of non-sales selling. The remaining chapters are designed so you may pick and choose those to complement the skills you learn in Part One.

Contact me if I can guide you or your company through any of the chapters in this guide. Have fun, complete the activities, and enjoy your “non-sales” success.

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Six Tips for "non-sales" selling success

1 Define and believe in your value

Believe in your value and be able to clearly articulate the impact you have on your customers (in \$ if at all possible). - Part One

2 Open new doors without cold calls

Use several strategies to open new doors because cold calls do not work for "non-sales" people. - Part Two

3 Conduct an effective conversation

Use the framework for conducting customer conversations, and use the "Big 3 Questions" to always move your customer's decisions forward. - Part Three

4 Offer more of what you provide

Find creative ways to offer more of what you provide to your existing customers. - Part Four

5 Develop your "non-sales" plan

Have a "non-sales" plan and manage customer information to ensure your activities are focused on growth. - Part Five

6 Simply say "thank you"

Genuinely thank everyone who contributes to your "non-sales" selling success. - Part Six



Part One

Believe in your value
and be able
to clearly articulate
the impact you have
on your customers
(in \$ if at all possible)

Define and believe in your value

This is the only chapter that is absolutely mandatory to your achieving non-sales selling success. By the end of this chapter, you will be able to:

- Define your value (in \$ if at all possible).
- Answer the 3 “hidden” questions that all potential customers have.
- Paint” a clear picture to help potential customers choose your products or services.

How do you sell through non-sales? The key is to look at things from the customer’s point of view and get to the heart of what is on their mind. What is on your mind? My bet is that when you decide whether or not to purchase products or services, you really want to know only three things:

- ***How will the product or service help me (or my company) make money and/or make my life easier?***
- ***Who else has purchased the product or service?***
- ***What did they think?***

To achieve sales success without selling, you must be prepared to answer your customer’s three “hidden” questions. Short, concise stories must be prepared to “paint the picture” for your customers and help them make the right decision to purchase from you.

TRUE STORY:

Early in my career, I did a nine-page proposal to sell less than \$2,000 of computer paper. The proposal included a map of our various manufacturing facilities, a letter from the president of our company and tons of other information about our company that had no relevance to the customer. To make matters worse, I brought Jerry with me to the meeting. Jerry was, and still is, one of the best sales people I know because he understands what customers want to know. After failing miserably, Jerry told me that on our next opportunity I needed to just tell a little story that would prove to the customer that we are a successful company, we deliver what we promise, and we provide a good product that will make a difference. Everything else in my proposal was just fluff that should be eliminated. Our next opportunity was worth about \$40,000 and Jerry's suggestions helped me concisely explain our value and made it easier for the customer make the right decision.

For you to apply the same lesson, you need to develop short stories (30 seconds or less) that you can pull out of your hip pocket to answer the three questions above.

IMPORTANT:

Most people think they already have a great "elevator pitch." However, SHORT STORIES ARE NOT THE SAME THING AS AN "ELEVATOR PITCH." Elevator pitches are generally all about you. Stories are specific examples of how your customers have received a real benefit from doing business with you.

Activity:

Write a few short stories that follow the outlined format and answer the customer’s three “hidden” questions to “paint a picture” about what you can provide.

How will the product or service help me (or my company) make money and/or make my life easier?

The Customer Connector example:

I can improve your sales through non-sales.

Who has the seller worked with in the past?

The Customer Connector example:

I completed a project for a large catalog retailer that provided a combination of up-selling and training skills for their customer service representatives.

What were the results?

The Customer Connector example:

The customer ran with the ideas and in one year went from \$740,000 to over \$1,000,000 in up-sell dollars, which represented an average increase from \$3.00 to \$3.33 per order in additional upsell revenue.

Are you stuck?

As you complete this exercise, you probably will notice that you do not understand the business impact you have had for your best customers. If you need help, the next step is to simply ask the question:

How did (my product or service) impact your business?

Then listen to your customer responses to complete the exercise. Examples that have a specific financial result are the best, but other examples that describe a real benefit can also work.

In Summary:

Completion of this activity will give you a core belief in your value, help you sell through non-sales, and help your potential customers make the right decision to purchase from you.

In Closing

There is an old saying that "salespeople are not born, they are made." I do not believe it. I believe that some people are just naturally better at selling, much in the same way that some people are naturally better athletes and some people are naturally better at academics and the lucky few seem to be naturally gifted at most everything.

As I said at the beginning of this guide, those of us who are not naturally gifted in the art of sales, should still master the basics to help both our careers and our companies grow. The first time you are able to execute a well crafted non-sales plan or successfully guide the customer to help them get what they really need is an experience you will not soon forget. This book was written to improve your non-sales approach to selling success.

If you are a business owner or manager, you should provide the opportunity and incentives for your customer facing non-sales people to bring in additional revenue. If everyone who touched customers in your business could find just one new opportunity, imagine the potential for business growth.

About The Author

Bob Riess is "The Customer Connector." He provides training and consulting to grow sales through non-sales and implementation training through non-trainers.

Bob's business development and training management experience with both small and Fortune 500 organizations gives him a unique perspective on how to improve organizational performance. He has been responsible for the design and delivery of programs that have impacted the bottom line of companies such as GE and NCR and is currently a frequent guest speaker for several organizations including the Cincinnati and Northern Kentucky Chambers of Commerce.

Before starting The Customer Connector, Bob was responsible for defining the value proposition and building the customer base for advance4. He added eleven new strategic customers in one year and helped ensure that a consistent, repeatable sales and marketing process was in place for future business success.

Prior to joining advance4, Bob was a performance consultant and training manager for GE IT Solutions. At GE, he was responsible for the design, development and delivery of technical and non-technical training programs that had a measured improvement on employee performance. While at GE, he earned his six-sigma greenbelt certification giving him an analytical and methodical approach to performance improvement. In addition, Bob earned several certifications to train others on communication and consultative skills.

Starting his career in sales and marketing at NCR, Bob achieved all Century Point Clubs by selling over 100% of established quotas. As a marketing manager, Bob achieved a 32% product line growth within one year before promotion to provide global deployment of training programs.

Bob received his Bachelor of Science from Florida State University. He is an active Junior Achievement volunteer, enjoys cycling and coaching his son's soccer team. Bob resides in Erlanger, Kentucky with his wife and son.



- How can you achieve sales success without selling?
- How can your company achieve sales success without adding additional salespeople?

This guide is packed with activities that will assist you in achieving sales growth through “Non-Sales” strategies.



Bob Riess is “The Customer Connector.” He provides training and consulting to grow sales through non-sales and implement training through non-trainers. Bob’s business development and training management techniques have been successfully employed by both small and Fortune 500 organizations resulting in improved organizational performance and increased revenue.

Bob offers workshops on his tips for non-sales success. He also offers customized programs for his clients that include:

- Sales Through Non-Sales
- Training Through Non-Trainers
- Suggestive Sales Techniques
- Training and Presenting for Sales Results

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