

## ***Why 90% of all sales are lost in the first 10 seconds of the sales call***

I was parked in a service area just off the New York Thruway when someone knocked on my window. That is pretty scary. I rolled down the window about two inches and the person said his fan belt was broken down - he needed \$1.87 more for a new one.

I handed him two dollars. I watched him as he approached every car that pulled in. Everyone gave him two dollars. Why? Because he got attention, made a presentation, closed and got paid within 10 seconds. What can we do to get those kind of results?

We are entering a time of "information overload."

Every one of our customers are exposed to as many as three thousand advertising messages every day. In addition to being interrupted every eight minutes with some type of problem, phone call or employee, they are being called on by hundreds of sales people. Not only by our direct competitors, but also from the local radio station, the local TV station, the news paper, the girl scouts and boy scouts, the baseball and football team, the chamber of commerce, the restaurant association, the insurance company, the health inspector, job applicants, the list goes on and on. Is it any wonder that when we walk in or call our customer their attitude is one of defense? If we call on them once a week there are hundreds of things that have taken place since our last call.

To get a customer to listen there is one of two things we can do. We can fall in with their attitude, or we can change it. From there on our job is easy. For the moment, we are going to examine this principle and apply it to our job of selling. We are going to apply it to only one phase of that selling process, namely the first moment we

spend in the presence of the prospect. And I do not think I exaggerate when I say that ninety percent of the sales we lose are mishandled in the first crucial moment.

What can we do or say to make our sales call more effective? Every time we call on one of our accounts to present a new product or service, or even to simply get an order, there is a preliminary process we must go through or we will lose before we even begin. We must have their full attention.

We have to say something or show the customer something that will peak their interest in such a way that will make them forget all the things that are currently occupying their mind. What can we do or say that will accomplish this important step in the sale; getting attention? Here are a few of the old standby's that work every time:

Product cost, labor cost, increasing customer base, increasing check size, new ideas to help build business, marketing and merchandising ideas, new products or services, success stories, their profit and loss statement, all are good for getting attention.

A completed sale is only the SUM OF A NUMBER OF SEPARATE SALES... each a sale in itself, each step in the sale should be thought of and handled alone and the sum of all the separate sales is greater than each part. Again I repeat, treat the first step, the opener, as a sale. Concentrate on the prospect's original attitude. Change it! Then go on with the presentation with the door wide open.