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## The Beginning

**F**irst of all, why sell supplies? Why have a separate, dedicated Supply Department? Let's think about some of the many benefits of having at least one person in your company selling (telemarketing) *only* supplies:

1. By staying in constant telephone contact with your customers, you will find:
  - a. Customers who need office equipment; **LEADS will develop** for your equipment sales reps!
  - b. **Customers who have problems** with equipment they purchased from your company. Instead of complaining to you, they may go to your competitor to buy future office equipment - but after being contacted by your supply sales rep on a consistent basis, your customers will want to continue doing business with your company! You will *keep* customers instead of *losing* customers!
  - c. **Customers who may have been called by "Toner Pirates"** pretending to represent your company! You can save your customers from making costly mistakes and you can keep supply business you might otherwise have lost! (More information about "Toner Pirates" in Section IV.)
  - d. *You will add more profit to your bottom line!* Supplies have traditionally brought in more profit than equipment - even with today's "Discount Super Stores"! When supply telemarketing is used correctly, your Supply Department can be one of the most profitable departments in your company!
2. **The selling cycle for supplies is much shorter than for equipment.** Instead of having to make an appointment for a presentation or a demo, you can make the same amount of profit (or more) in five minutes with a supply order taken over the telephone!
3. **EASE in reaching the decision-maker for purchasing supplies!**  
When selling equipment, you must usually schedule an appointment with either the President, Vice-President or other high-level decision-maker. Then you need to set up a demo -- if you're lucky enough to get through to the decision-maker in the first place.

When selling supplies over the telephone, 90% of the decision-makers are the end-users! They are the Office Manager, the boss's secretary and the receptionist.

These are the people who either answer the telephone to begin with, or who are easily accessible and have the authority to make a quick buying decision when purchasing supplies.

So, in a matter of minutes, without ever leaving your office, you can reach the decision-maker and you can take an order which will bring in 35%, 45%, 55% or more in profit!

## Keeping Customers

As competition increases and the cost of finding new customers climbs, a new (old) trend is emerging: a growing interest in customer retention. Among companies that have been profitable long-term, the top five have a 93% to 95% customer retention rate. Most companies' retention rates hover between 78% and 82%.

According to David Stum, president of the Customer Loyalty Institute in Ann Arbor, Michigan, when customer retention rate rises, profits rise. The reasons for this are: **(1.) Acquisition costs are reduced, (2.) Loyal customers increase frequency of purchases and (3.) Loyal customers refer friends and business associates.**

General Motors tracks customer loyalty, identifying which customers buy its cars repeatedly and what happens when a customer trades a Chevrolet for a Toyota. Auto manufacturers know where you live, what you drive and when you'll need a new car. General Electric, Polaroid and American Express have been getting in touch with their customers via toll-free customer contact/complaint lines.

*Office equipment dealers and distributors can keep in touch with customers by employing pro-active inside supply sales representatives who consistently contact and recontact customers. This consistent contact, along with excellent service, will **dramatically increase customer retention rate.***

○ REMEMBER: Every person you speak with during the day who works in a business office, either *buys* or *uses* supplies. ***Everybody is a prospect!***

NOW - You've made the decision:

- U You have an existing customer base.
- U You decide to set up a dedicated supply department.
- U You will hire someone whose only job will be to buy and sell supplies.
- U You need to put an ad in the newspaper.



## What else is included in Secrets of Successful Supply Sales?

- **Three examples of successful newspaper ads**

One word that should *not* be used in your newspaper ads

- **15 Steps to Take *Before* Setting up  
Your Supplies Telephone Sales Department**

Taking these important steps ahead of time will help to ensure a smoother-running department and you can hit the ground running!

- **The Four-Step Sales Strategy**

Planning ahead of time to use this 4-step strategy will get you started in the right direction - and - your company will appear more professional!

- **The Basics - Do's and Don'ts about Telephone Selling**

### ***Surprising Statistics***

A survey published in the U.S. News and World Report made by the Rockefeller Corporation of Pittsburgh revealed the following facts on why customers stop buying from their regular suppliers:

- 1% Die
- 3% Move Away
- 5% Formed other relationships
- 9% For competitive reasons
- 14% Due to product dissatisfaction
- 68% *Quit because of an attitude of indifference toward the customer by one or more persons representing the supplier!***

Granted, we can't do much about categories one and two. We *can* however, do something about three, four and five to a fair extent. But look at number six! What does it take to avoid falling into this trap? **Keeping in touch with customers on a regular basis and providing excellent customer service along with top quality products!**

- **Six Forbidden Phrases**

Any one of these sales-killer phrases can drive customers away and hurt your business!

- **Example - 10-Step Telephone Sales Call**

This easy-to-use script planning sheet provides you with a step-by-step tool to create your own outbound telephone sales call.

- **Three examples of what to say when you're not absolutely certain you have the right person on the phone and you don't have a "connection"**

- **Incoming Supply Calls (Orders)**

An incoming phone call from a customer who is placing a supply order is exciting.

Especially if the caller is a customer who hasn't recently ordered from you and more exciting if the caller has *never* ordered supplies from you!

It's possible to be so happy about getting the order that you forget to ask some very important questions! Three critical questions to ask.

- **Beyond The Basics**

Part of what is involved in *Beyond the Basics* is the concept of selling supplies for competitive equipment. In an effort to increase sales and profits, many office equipment dealers are offering to supply existing customers with supplies for equipment purchased elsewhere.

- **The Importance of Good Product Knowledge**

It's impossible to fake product knowledge! The best way to gain supply product knowledge is by experience. It takes about six months of working every day with customers to really begin to feel comfortable and knowledgeable about supplies. Good product knowledge does the following:

- U **Sets you apart** from discount supply warehouses and mail-order catalogs!

- U **Gives you an added advantage** over any of your competitors who do not have as much product knowledge as you have!

- U **Makes your customers want to buy supplies from you** because they feel comfortable knowing you know what you're talking about and will sell the correct supplies!

- U Makes your customers **want to call for your advice**, information and opinions on supplies they are in doubt about.

- U **Gives you credibility** in the eyes of your peers and your customers!
- U **Increases your value** to your company and your customers!
- U **Is an absolute must** if you want to increase your customer base because you won't be afraid to call new customers -- knowing you can answer supply questions!
- U **Lets you feel confident and secure** in the knowledge that you really are helping your customers and that you ARE selling them the right products!

In the consumable products business you never stop learning; it is not an exaggeration to say you learn something new every day in the supply business. And everything new you learn, increases your value to your company and your customers. Good product knowledge is a an important key to your success.



- o **Four Ways to Gain Supply Product Knowledge**
- o **Two Advantages to Being New at Selling Supplies**
- o **Selling Against The Competition**

Have you ever heard the expression "Keep your friends close, but keep your enemies closer"? This is very true in the supply business. You need to know what your competition is charging for products you sell! How can you find out?

- o **Five Ways to Learn About The Competition**

Discover 4 ways to differentiate yourself from the competition!

- o **How to Change Customers' Buying Habits**
- o **Prospecting for new customers: 7 Keys**

Prospecting for new business is critical. Between five and ten percent of outgoing calls should be new prospecting calls. However, if too much time is spent prospecting for new customers, your old, loyal customer base can be neglected and are prime targets for your competition - you are very likely to lose these very valuable (but neglected) customers! Winning back the customer who has been lost through indifference or neglect can be very difficult and time consuming! Much better to keep these good customers by staying in constant contact (once a month or every two months) with them! But you do need to consistently prospect for new customers.

- **Customer Service**

Discover three ways to improve customer service and build a loyal customer base!

- **Learn How to Increase Your Value to Customers**

*Value* is another way of differentiating your company from competitors. Many reasons exist for people to buy from you. Give them enough reasons and they gladly pay a little more. Give them value and service and they come back time and time again! Your challenge is to convince customers that they are getting VALUE that is greater than the price they are paying if you believe this to be true.

According to the findings of a 15-year study conducted by an Atlanta-based sales training organization: More than 90 percent of all sales people volunteer a price decrease without being asked. In addition, according to the same study, *most salespeople do not believe their product or service is actually worth the price they charge.*

The *first* person who needs to be sold on the value you provide is YOU!

- **Discover the Secrets of Planning and Preparation**

The will to win is nothing without the will to prepare. Find out how top-performing sales champions prepare for calls.

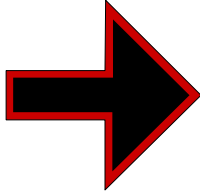
- **Do's and don'ts about *Follow-up Calls***

Because the sale is not always made during the first telephone call, careful consideration must be given to the follow-up call. The follow-up call is crucial because that's usually when the sale is won or lost. Find out what questions *not* to ask!

- **Learn how to handle objections**

Get **eight answers to the toughest objections** and **discover the 7-step formula** for handling objections.

The late financier J.P. Morgan once said: "People have two reasons for everything they do: the reason they give you and the real reason." This can be true with prospects who are not buying from you; it may take some effort on your part to find out the real reason why they are not buying your supplies. Ask yourself the following questions:



*What do objections really represent in the mind of our prospect?*

*How should we intelligently respond to objections?*

*How can we turn those objections into reasons for buying?*

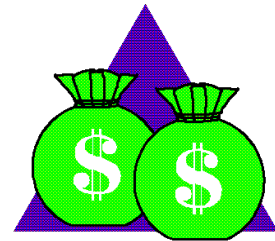
- **Find out how to uncover the hidden objection**

**The most difficult objection to overcome is the one you don't know about.**

When you're encountering resistance from a new prospect or when you find an inactive customer who hasn't bought from you in eight or ten months or longer, and you *know* they are buying supplies elsewhere, there is a hidden or unknown objection you need to uncover.

- **Learn three time management secrets that can explode your sales!**

**The three top winners in a recent sales contest share their *time-management* secrets.**



- **Avoid purchasing mistakes that can steal your profit**

Along with negotiating and keeping accurate records, purchasing the supplies you will sell is very important. It affects your bottom line -- your *profit!*

- **Discover marketing tools and strategies that can double your sales!**

Learn how you can guarantee yourself a year's worth of supply orders from any customer selected for this strategy.

- **Learn why it's important to pay attention to your internal customers!**

- **Find out how win back lost customers!**

- **Do's and don'ts about *Drop Shipping***

Drop-shipping can be a great way to expand your product line without the expense of stocking excess inventory. It's a good way to offer an additional benefit to your customers and give them another reason to buy from you!

- **Discover Motivational Techniques to Increase Profit**

*There is a direct relationship between recognition, motivation and the bottom line!*

- **Learn how to avoid telephone burnout**

Even though constant, focused telephone marketing is one of the keys to successful supply sales, you should try and avoid "telephone burnout." Telephone burnout can result in:

- F *Finding every possible excuse NOT to make phone calls.*
- F *Inventing tasks that will keep you too busy to make outgoing calls.*
- F *Leaving the office to call on customers you really don't need to call on, wasting valuable time.*



- **Find out how to divide territories and establish quotas**

Get an example of a motivational compensation plan.

- **Goal Setting Exercise - two ways to set written goals**

Results from a study conducted by Yale University: Graduates of the class of 1953 were asked if they had a clear, specific set of goals written down with a plan for achieving them. Only three percent had written such goals. Twenty years later the researchers interviewed the class members. They found that the three percent with written goals were worth more financially than the rest of the class put together. Researchers also found a higher level of satisfaction with the three percent group.

- **32 Ways to Increase Supply Sales**

- **Get names and telephone numbers of 24 recommended U.S. Wholesalers**

Order *Secrets of Successful Supply Sales* and discover what these businesses learned:

**Tom Becker of Becker Business Systems in Newburgh, New York said:**

"Using Ann Barr's program, we started our new telephone sales supply department with one person and doubled our sales in less than a year!"

**Lynn Smith Caronia, President of United Business Machines in Des Plaines, Illinois wrote:**

“This is exactly what I was looking for - someone who has built the blueprints to start a new supply department and then road-tested it.”

**Michael Brazitis of Freedom Business Machines in Sparta, New Jersey told us:**

"We used Ann Barr's program and in a six-week period, we increased our profit by 50%!"

**Roger Donnelly, President of Donnelly Hamco Automation in Houston, Texas said:**

“What Ann Barr teaches absolutely works. My sales are up 30% for the past year and profits are up 18%!”

**Linda Benson at Doering & Brown in London, Ontario wrote:**

"I started the Telephone Sales Department here and Ann Barr's program became my life-saver. Using Ann's books and training manuals, I've increased sales from zero to \$60,000 a month! Ann Barr's program is a short-cut to success!"

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