

Romancing The Brand

By Mike Stewart, CSP



During a sales training session not long after I began my seminar business, one of my participants from Catalina Swimsuits assumed a beautiful, graceful pose and, with her right hand, swept a swimsuit across her outstretched left arm. It was a striking visual presentation of her new product line.

We discussed her dramatic introduction and she said,

“People need to know what your offering is made up of, and if you want to sell the different product lines you have to romance the brand.”

- Catalina Swimsuit Salesperson

Did she ever do a good job of romancing her brand! It was one of those rare moments of imagery in sales training that has stuck in my mind and stayed with me for these many years.

Unfortunately I lost the lesson somewhere along the way, and I'm frankly embarrassed by that fact.

Last week I was talking to one of my Clients about their sales development needs while we were discussing their upcoming national sales meeting. I suggested that, in addition to the sales training session we were planning, I could present a Keynote speech and save them some money in the process by doing two events while I was there.

He said, "I thought you were just a sales trainer. I didn't know you did other things, too." Ouch!

Success hides problems.

Sometimes we, and that, distressingly, includes me, get so caught up in the 'consultative' part of Consultative Selling that we forget the simple lesson that you can't sell from an empty wagon. Perception is reality; if customers don't see what they're looking for in the

wagon, for all practical purposes, the wagon is empty.

If prospects don't see what you have to offer, and your Discovery doesn't bring it out, they don't know to ask for it.

"You need to be good. To be successful you must let other people know you're good."

- George Dudley

Do your customers and prospects know about all the product and service lines you have to offer? If they don't, they won't be able to help you sell to them by asking for what you have available.

It strikes me as I write this that a number of my Clients are working to increase sales to their current accounts, and pressing their salespeople to be sure their customers know what they have to offer in addition to what the customer is already buying. This also reinforces the fact that I need to do a better job of making all the products and services we offer known to our Clients and prospects.

I am not a proponent of the old "throw enough of it up against the wall and something is bound to stick" school of selling. However, I have gotten a wake up call to the fact that many of us need to do a better job of displaying our wares so people at least know what we have to sell.

I hope you are doing a good job of this.

If you aren't, now is the time to begin.

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International sales trainer and consultant, Mike Stewart, CSP, specializes in hiring and developing high-performance sales teams. He is a leading authority in diagnosing and overcoming Sales Call Reluctance. To learn more about Mike and the services and products his company offers, go to www.StewartSalesDynamics.com.

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If you are a member of the media and would like to interview Mike or feature more of his articles in your publication, please contact him at Mike@StewartSalesDynamics.com or 1-866-515-0022.

