



If You’re an Order-taker – Timmies is Hiring



The bright side of this economy is that we’re all in it together. When I talk about accepting the things you can’t change and embracing the things that you have control over, the glaring point is that you can’t do much about the economic fears we’re mired in.

The up-side for you in the trenches is that if you return to the stuff that “A Games” are made of you’ll realize that you’ve probably been ignoring your best strategies in lieu of panic.

Most of you are probably thinking, “hunker down”, leaving a huge hole for the competition to sneak in.

I can tell you from 30 years of experience that I’ve seen this movie before, and I know how it ends. Remember there are only seven scripts in Hollywood and they just keep re-writing them.

Fact is over 30% of paid sales reps have never sold in a recession.

Business cycles have been revolving for as long as I can remember and while some of you have never been through this before the ending is recovery.

OK, now that we’ve got that out of the way here’s 3 things to get through the perfect storms.

First of all, use your head. Start thinking about ways that you can help put some dollars in the pockets of your customers, help them get through this, make them feel good about the relationship they have with you.

When I tell you, you need to be perceived as an integral part of their survival I mean heroic. When Ronald Reagan was the grand pooh bah (US President) in the eighties his “trickle down economics” nearly crippled everyone’s markets.

I have to admit I just didn’t pay much attention to “Reaganomics” (duh), I was too busy growing sales and the company I had charge of.

Truth is, in spite of the dreary economics, with the help of a thoroughly “juiced” team we realized 290% growth smack in the middle of the ‘80s. (The birthplace of the Echo generation)

Oh, now you’re listening.

Starting with the gloom; I put on my “A” face every day and found ways to engage my customers to help them. (A bit naïve, but effective none-the-less)

I brought them new ideas and ways to guide them around the challenges they were facing and I did it in a very, very friendly manner.

Ask yourself:

**A)**

- Am I friendly?
- Am I a resource?
- Do they trust me?
- Am I supportive?

People want to do business with friendly people or their friends - it’s an issue of trust; be supportive. I don’t mean literally holding hands, but genuinely looking for ways to be a resource instead of a perceived expense. Your enthusiasm will become contagious.

I’ve had former clients tell me they looked forward to me coming through the door with new ideas. I was their “miracle grow”. Now they just shake their heads; what’s wrong with this picture?

Are you doing everything you can to help them grow or are you just a friendly order-taker. If it’s the latter, word has it that Tim Horton’s is hiring. At least at Timmies, there are orders to take. (Woo who, made a sale!)

**B)**

If you’ve done your job of building rapport and you show an interest in “their business success or survival” your ideas will be embraced as genuine efforts to help.

You need to be thinking like them; nay you need to be thinking ahead of them.

Be willing to do the work that they’re not prepared or equipped to do even for their own survival. You help them win and they’ll be clients for life. (Nobody said being exceptional was easy?)

**C)**

Do I ask meaningful questions? (Don’t have any? Email me and I’ll send you a starter pack.)

Or do I just offer annoying, meddling throw-aways; Like “How are you today”?

(How do you think we are moron?)

**SALES TIP:**

“Hey Bob, remember that problem you told me about last week at the open house? I came across an exciting idea today that might solve your dilemma; I was wondering if I could come by this afternoon to share it with you? Would 2 o’clock be good or is after 4 better?”

You need to be seen as a resource.

One of the ways you can reach them is by asking the right questions in a non-threatening, non-intrusive manner. You’ve got be masterful at extracting the information that will give you the clues to what they need. They won’t just offer it. In fact they may not even know.

Remember their reluctance is always steeped in some sort of “risk”.

- If I spend this money will it really help or just put me further in the hole?
- If I sign for this will I get fired?
- Will the boss scream at me? (The hunker down theory sound familiar?)

**Truth:** You need to be perceived as their expert rsource; ask questions that they don’t know the answer to, but you do. Find solutions for their problems. Think about this; there are thousands of business owners out there lying awake at night, praying for someone like you to come along and help them.

Become their super-hero. And you’ll get to keep the cape.