

YWC Conference 2009

Everyone sells!

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Building Down Turn

- Fewer house starts
- More houses for sale
- Layoffs
- Tighter Margins
-

Relationship Building

- Time to strengthen you existing Relationships
- Excellent time to look for new
- Why????

Selling?

- \$ = Goods or Services
- Your Goal with customers:
Your Company = Goods &/or Services
- Your attitude is critical!
- The relations you form will sell your company!

Selling in 2009

- Demonstrate Strength
- Stop Pushing & start Pulling
- Stop the happy talk!
- Think Performance
- Never stop staying in front of customers
- Create a buying environment
- Ask more questions

Selling in 2009

- Don't take the negativity, contrariness and toughness of some customers personally
- Target specific prospects
- Don't abandon your customers
- Plant the seeds of tomorrow!

Your Sales Force

- Receptionist
- Counter Sales
- Yard Staff
- Install & Production Staff
- Delivery Staff
- Outside Sales
- Outside Sales Support
- Accounting
- Management

Receptionist

- Voice of your Business
- Friendly – Smiling over the phone
- Good(NO – GREAT) Communication skills
- Company Knowledge
- Product Knowledge
- Customer Knowledge
- Voice recognition

Counter Sales

- Appearance
- Good Communication Skills
- Happy People (hold the happy talk!)
- Problem Solvers
- Product Knowledge (Stock & S/O)
- Company Knowledge
- Ability to find Products

Counter Sales

- Knowledge of Customers
- Products that are Selling
- Follow Up

Yard Staff

- Appearance
- Attitude
- Problem solvers
- Product Knowledge
- Yard Layout
- Communication Skills
- Ownership

Yard Staff

- Knowledge of Customers
- Accuracy
- Service with a Smile!

Install & Production Staff

- Same as Yard –
- Professionalism on Jobsite
- Quality
- Selling the Company

Delivery Staff

- Appearance
- Attitude
- Communication Skills
- Ownership
- Product Knowledge
- Selling the Company
- Safe

Outside Sales & Support

- Relationship Builders (Partners)
- Attitude
- Communication Skills
- Product Knowledge
- Problem Solvers
- Follow - Through & Up
- Selling Whole Company!

Accounting

- Accuracy
- Communication Skills
- Good Customer Relations
- Problem Solvers

Management

- Selling the Company
- Brand Recognition
- Customer Knowledge
- Employee Knowledge
- Provide Tools & Training

