

Executive Summary: Selling Without Salespeople

If you want to increase the sales of your product and service you don't have to employ a sales team do it. There are other ways of doing it which produce the same (or even better) results with less effort, less money, and less stress.

How? It's easy. You let your marketing do all the work. Think of it this way: salespeople can only talk to a certain number of people a day. They have off-days and they have on-days. There are many reasons why salespeople have suppressed sales. However, your marketing can be multiplied and replicated thousands of times without having to hire thousands of people.

Let me give you an example: If you want to sell your product or service to a potential customer, you (or your salesperson) have a conversation that lasts at least 10 minutes either over the telephone or in person. Your potential customer might be interested and might buy it. They might not but you (or your salesperson) will still spend 10 minutes in conversation, regardless of the outcome. In a day, there are only so many 10-minute conversations you can have.

What if you wrote a letter to that potential customer instead? How about if your letter was sent not just to one potential customer but 1,000 or 10,000 or even 100,000 of them? In fact, what about if your letter was sent to as many people as you can find who might be interested in your product or service?

By using direct mail, you can contact many people with the same sales message.

Your potential customers all read it within the same 24-hour period and react. They say, "Okay, do I want it? Or don't I want it?" In fact, up to that point, it's the same as if you were right in front of each of those people! If they are interrupted, they can return to your letter later on. They can pass your letter onto other people - which they can't do with a telephone call.

You offer them a huge incentive to take action, to make the purchase or the booking. What are the kinds of offers and promotions that would stimulate a list of prospects to get in touch with you?

- Time limited - phone today
- Claim something free

- Add in a bonus gift
- A special offer
- A buy one, get one free promotion
- Something that's running out

What you're looking for is a promotion that creates action NOW - rather than later.

In your letter, you've explained what they need to do. "If you want this, this is what you do. Pick up the phone and call this number, and speak to one of our team." One number, one person.

You've told them what sort of person makes an ideal customer. "You are perfect for this product if you fill (this criteria), (this criteria) and (this criteria). But if this is you - this, this, this - no way, it's not for you."

It means you'll only be speaking to qualified prospects - people who've read what you do, know how much it costs, and who fulfil the criteria. They phone you and say, "I'm interested!"

"Fantastic! Well, what else would you like to know?" You've already answered all of the questions they may have about the content of the letter - because you also put in a Frequently Asked Questions (FAQs) sheet. Usually, all people want is to hear a nice voice on the end of the phone that says, "How can I help you?"

Once you have that personal relationship - they either buy, or they don't buy. If they don't buy, something's gone tragically wrong since the phone was answered.

All you need is someone responding to the phone calls at your end. If you don't have anyone, if you're a one-person business - either it's you doing it, or a call centre and they take all the calls, take the messages and email them to you, and then you can respond to them one after the other.

Compare that to your army of telesales people phoning out and speaking to possibly two people that qualify in a day. I am sure you'd rather have one person accepting incoming calls from qualified prospects than an army of salespeople making phonecalls to unqualified prospects.

And as a business owner, you'll agree that managing one person who takes incoming phonecalls is far less stressful than managing a team of people!

Now, many businesses choose to have a salesforce because they feel the need for personal contact and to build a relationship. If you're adamant that your product or service can only be sold voice-to-voice then you use this technique: you use the letter to drive people to a teleconference in which someone highly qualified (you, your best salesperson, one of your presenters, trainers or your Managing Director) talks about the product for 40 minutes in a sufficiently interesting way and then answers questions.

The questions will be from people who have been interested enough to pick up the phone and listen for 40 minutes - not tricky questions! Your spokesperson answers the questions and then incentivises the callers to take immediate action. "Phone in the next hour to buy and you'll receive..." Which means every time that phone rings it's a sale!

It's all about removing the necessity for employing huge numbers of people and making a process that you can do at any time on any day of the week. The alternative is to have a big sales floor with dozens of people making outgoing phone-calls, massive phone bills, huge wages and very high stress levels.

Once you have that system there, you only have to tweak it occasionally if circumstances change. Keeping an eye on the system is easy compared with keeping an eye on a team of human beings.

So you:

1. Send someone a letter
2. Drive them to a teleclass
3. Send them an email
4. Do a voice broadcast

Combine those four things and you have an automatic Business Creation machine.

Conclusion

It is possible to sell more of your product or service using an automated system that works 365 days of the year. It's easy and it works!