

Every Sell A Memory

Let's start the year off on the right foot! As you look at everything that goes into a sell, make it all an excellent memory for your customers. Every step of the sell is so important that you could lose a customer for life if just one mistake is made and you didn't follow up.

Think about it! Maybe the delivery guy damaged the carton the product is stored in. How about the dishwasher not ensuring that all silverware has been cleaned properly. What about your customer service representative not answering the phone before the second ring, and then putting the customer on hold for a minute. You see, everything that goes into a sell, is a memory that could impact your business.

Customers care about one thing, themselves! Don't we demand perfection when we are customers? Then why when we go to sell a customer do we not think of their needs and expectations. I was doing a business review with one of my customers a couple months back. It occurred to me that every "out of stock", every "substitute item", every "damaged box" is an opportunity that we can either make good on and fix properly or just let go through it's cycle and hope the customer does not have time to think about.

But, that's where we make that fatal mistake as sales professionals. We assume that our customers don't have any time, to worry about the little things that go on in their day to day operations. Those are the ones that count. Those are the memories that we need to take advantage of and show our customers that we are looking out for their business.

Memories last a lifetime! When was the last time your customers said to you, I remember that time my dinner was overcooked or my delivery was a couple hours late and you took care of me? If they have said it to you, then you are making every sell a memory. If they have not, most likely you already have lost that customer to the competition. You probably never followed up on every small, minute problem that could have been and opportunity for you to make "Every Sell a Memory".

Great Selling!

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