

Are your sales down?

Are your profits way below last year's?

Are your people hurting as a consequence?

Are you running out of new ideas?

Profitable Sales: Fun and Happy Feet !



Survive and Thrive in Tough Times

Cheer up!

The power of a positive attitude can transform your business and its future.

Start tapping your feet now because good ideas are coming your way in this newsletter

(Be sure to read the comment at the end of the newsletter)

Profit and the Power of a Positive Attitude

“Happy Feet” and Positive Energy

“Happy Feet.” If you saw the movie “Happy Feet”, you know it is a story about the power of a positive attitude in tough times. The leaders of a penguin community are preaching doom and gloom; their supply of fish is decreasing, and their attitude is a fatalistic “end of the world” one. The young penguin goes about finding the real cause of the problem and looking for a solution, rather than assume it is hopeless and that nothing can be done about it.

In addition, the young penguin’s positive attitude leads him to another important decision; he decides to be happy rather than mope. He expresses his happiness by tapping his feet, and does so with such energy and enthusiasm that soon the entire penguin community does the same thing.

Lesson Learned

Life is not about avoiding the storm, but learning how to dance in the rain.

A positive attitude generates positive energy, and positive energy is contagious. If you walk about looking depressed, what does that do to the people around you? Positive energy is contagious; just watching the happy tapping of the penguins in “Happy Feet” started me smiling, tapping my feet, and feeling upbeat (or is that “Upfeet”?).

Today’s global economic crisis and the power of a positive attitude

Socrates, defined by the oracle of Delphi as the wisest man of his day, proved it by saying *“I only know that I know nothing.”* That’s a good place for all of us to start each day rather than assuming we know a lot. Why? *Because starting at that place means that we are going to learn something today, and that is definitely a positive and open attitude.*

So, if today’s “great” global economic crisis is real – and it is, what can your adopting a positive attitude do to solve today’s economic crisis?

- You are not in charge of solving the global economic crisis, but a positive attitude helps you set aside the fear and panic, and focus on the real problem -- solving your own economic problem.
- “Worry” solves nothing; a positive attitude puts “worry” where it belongs – at the bottom of the list of things to do.
- A positive attitude gets you moving on doing something constructive.
- If enough people adopted a positive attitude about solving their own specific economic problem, they would end up solving the global economic problem.

Bear in mind that when you begin to look at today’s profitability problem with a positive attitude, you are already 51% of the way towards finding a workable solution.

However, *there is no right solution to the wrong problem.* Therefore, before developing a solution, you must first define the problem accurately. *Today’s problem is not so much growing sales, as it is the need to grow Profitable sales.*

Aren’t all sales profitable? Unprofitable sales are not sales, they are donations. The gross profit of sales must cover more than your costs and expenses; ***it must increase your bottom line.*** *If you need help growing your gross profits, contact me at (630) 420 2605.*

Happy Feet: Growing Profitable Sales

Stop losing money on unprofitable sales; then, you will dance to Happy Profits.

- **Don’t be a Penguin Philanthropist!** Stop giving away your fish (profits)! Eliminate unnecessary discounts. As I pointed out in an earlier newsletter, *a 10% discount can result in a 67% decrease of that product’s profit.* Such discounts generate low or even unprofitable sales. You may lose some sales by eliminating unnecessary discounts, but the impact of that loss on the bottom line will be much less than that of careless discounts.
- **Take Charge!** Establish strict discount authorization rules. Some discounts such as those for high volume purchases and prompt payments are OK, *but you need to control the authorization process.* The idea is to **not** let everybody in your organization have the power to grant discounts.
- **Show me the money!** Fire unprofitable customers. First, you need to track customer profitability (*Show me the money!*). Then, if some customers demand more discounts, services, and support than the profits they are supposed to generate, chances are you may be losing money by retaining them as customers. Alternative: make unprofitable customers profitable by the above measures, plus raising prices, and reducing the amount of support they require. *If you would like to learn more about making unprofitable customers profitable, please feel free to contact me at (630) 429 2605.*
- **Get rid of smelly fish!** (Unprofitable products) This means you must constantly track the profitability of all your products. Low or unprofitable products must either be

eliminated or made profitable by raising their prices, lowering their costs, or enhancing their value to justify higher prices.

Give your customers happy feet by providing them with what they really like.

Find out what they would like. Ask them questions at each point of sale, and then listen to them carefully, *but don't take them literally* because they don't always know what they want. However, you can "read between the lines" by observing their emotions or lack of them as they speak; emotions tell you what people really feel and think.

Walk in their shoes, and live their experience. By experiencing what customers do rather than say, you will have a better, more intuitive, feeling for their "hot buttons." *There are right ways and wrong ways to do this; I'll be happy to show you how to do it the right way.*

Pay attention to what customers usually want, such as:

- They don't want to be lied to, or cheated
- They want a good and fair price.
- They want a sound and reliable product.
- They want a product they can be proud of.

When you know what your customers want, you have a better chance of getting what you want.



Think about the reasons why customers don't buy.

- They can't understand what the salesperson is talking about.
 - They don't like the salesperson.
 - They don't believe the sales pitch and/or the salesperson.
 - They don't like the product or the company.
 - They are afraid to make the buying decision.
 - They don't have enough money.
- Keep these points in mind, do something about it, and you won't give your customers reasons for not buying.**

Keep in mind what they remember of a sale:

- 58% salesperson's facial expression
 - 35% salesperson's tone of voice
 - 7% of what was said
- Never underestimate the power of a smile and a pleasant voice**

Remember: It's about them, not you

- Help them feel important. If you do, they will act and behave as if they are important which, as customers, they really are.
- Always treat little people like they are important, and treat important people with respect. **Anyone who thinks customers are stupid is stupid!**

Make your products more attractive to target customers

- **Don't sell to just everyone!** Target the right customers. The best-selling products usually are those that are targeted at well-identified customers, and designed specifically to satisfy, and hopefully delight, their tastes, needs, and preferences. Disneyworld is a very successful example of targeting well-identified customers.
- **Don't try to be all things to all people!** Position your products. Positioning is about creating the desired perception of your product, brand, and/or company, in the minds of your customers. How do you want them to be perceived? BMW's "The ultimate driving experience" immediately creates an image in the minds people who like that kind of excitement and flair.
- **Build a powerful brand!** This is about differentiating your brand and products from all competitors. Just being different is not enough to ensure a powerful brand; the difference must be valuable to the customer. You could paint yourself green, and that would certainly distinguish you from the rest of the world, but would it provide any value to your target customers? On the other hand, BMW, one of the world's most powerful brands, offers its clients "The ultimate driving experience." What is the "ultimate" in your field? Ask your customers, and also observe your customers. Then offer the "ultimate" that they would like, and do it in ways that generate power for your brand. Part of the secret of a powerful brand is making sure that everything associated with it matches its positioning and image.

Your positive attitude adds VALUE!

There are many more things you can do to make your products more attractive, but always remember that what you do must have VALUE in the eyes of your customers. That is where having a positive attitude, and sharing "Happy Feet" enthusiasm that generates positive energy among your customers, and gets them happily tapping their feet, will change their world and yours for the better ... **and you don't even have to be a penguin!**

Note. It is impossible in the limited space of a newsletter to show you not only what to do, but also how to do it. This newsletter has shared a lot of valuable information above; if you feel you would like to learn more about making it work for you, please contact me directly at (630) 420 3605, or mykwyn@aol.com

Note. The illustration at the beginning of this newsletter is an e-flyer I created for a presentation I will be delivering to a large audience in September. The title? "*Profitable*

Sales: Fun and Happy Feet! I was asked to develop a speech that would be both motivational, and also show people how to grow their sales in tough times.

If your business is having a hard time making it through the current economic crisis, and/or you feel that your people need some cheering up that also teaches them something VALUABLE, then ***“Profitable Sales: Fun and Happy Feet!”*** may be just the right thing for you. Give me a call at 630 420 2605, or e-mail me at mykwyn@aol.com I promise that you and your people will be tapping happy feet at the end of the presentation, and throughout the year ***as your sales grow and are a lot more profitable!***