

Special Management Series

Sales MANNERS **(PURE SALES KINDNESS)**

This is a series of Training for your
Management TEAM

Presented by J.W. Owens



**A Management
Perspective 303 Series**



Management - JWO 399

Enthusiasm moves the world

Enthusiasm moves the world.

Arthur Balfour (1848-1930)

British prime minister

Enthusiasm moves the world

Always remember that **you only have one chance** to make a good first impression.

Make sure that you greet your prospects with enthusiasm, energy and an unshakable belief in the value of your publication.

Also, don't forget to **look in the mirror or a store window** to insure that your appearance is neat and presentable.

Enthusiasm moves the world

You can do this in a matter of seconds.

Before you greet your prospect or advertiser, stop and take a **deep breath, check your appearance**, then **think about a time** that an advertiser **thanked you for a very successful ad.**

Enthusiasm moves the world

Picture it in your mind like it was a Polaroid photograph.

Remember what was said.

Hold that thought as you walk into the store.

Smile!

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People need to be **reminded more often** than they need to be instructed.

With contact comes opportunity... and hopefully, **sales manners.**

Check yourself and your team.

Learn something you may have forgotten (or never knew). **Help the sales world stay kind...** and **pass it on.**

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Always say "please" when asking for something (or for someone to do something).

Always say "thank you" when someone gives you something or does something for you.

Avoid using profanity.

Send handwritten notes of thanks when appropriate (e.g., for meetings, business, referrals, etc.). Email, IMs, and text messages are the least you can do... literally.

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Give your complete attention to the person with whom you're talking (in appointments, at an event, in a meeting, anywhere). **Avoid** being distracted by other happenings in the room, cell phones, and other personal devices.

Listen with the intent to understand rather than to respond. No interrupting and include **small gaps of silence** before responding **appointments & meetings**

The right word may be effective, but **no word was ever as effective as a rightly timed.**

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- Arrive **early** (3 - 5 minutes).
- **Greet** people with a smile and a firm handshake.
- **Risk overdressing** rather than underdressing (not to be confused with no dressing).
- **Avoid sharing** your personal challenges.
- **Keep on schedule** for the time allotted.
- **Do not chew gum.**
- Leave people with a **smile and a firm** handshake.

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Trade shows

- **Be approachable** (in posture and presence – avoid hands in pockets, arms crossed, frowns, etc.).
- **Stand and smile** when people are close to or in your space. **Do not sit.**
- **Avoid small talk with team members that** could keep someone from approaching you.
- **Avoid sharing your personal challenges** (e.g., fatigue, low show attendance, etc.).
- **Greet people with a smile** and a firm handshake.
- **Do not eat or chew gum** while working the floor.

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At the office

- Always arrive at the office a **minimum of 5 minutes early** when possible.
- **Make the new pot of coffee** when you take the last full cup available.
- **Replenish drinks** in the refrigerator as needed (if provided in your office).
- **Minimize interrupting or distracting people during the money hours** (in live discussions, phone discussions, by instant messenger, etc.).

For us is the life of action, of strenuous performance of duty; let us live in the harness, striving mightily; let us rather run the risk of wearing out than rusting out.
Theodore Roosevelt (1858 – 1919) 26th president of the United States

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At the office

- **Wear appropriate clothing.** Have concern for the comfort level of your prospects, customers, and office team
(and their ability to tolerate seeing your undergarments and/ or areas of your body normally shown only at birth and in the shower).
- When working through something challenging (or discipline oriented) **with someone, do it privately.**

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- Reply-to-all in your emails **only** when everyone needs to see your reply.
- Always leave the office a **minimum of 10 minutes after** “normal hours” when possible.

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On the phone

- **Answer the phone quickly and make outbound calls cheerfully.**
- **Return phone calls promptly** – every minute may count for the prospect or customer (regardless of your schedule).

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On the phone

- **Speak clearly.** Avoid rambling and fluff statements with little value.
- **Ask permission to use a speakerphone** prior to use.

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On the phone

- **Proactively announce all** those attending a conference call.
- **Keep on schedule** for the time allotted.
- **Do not** chew gum.

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Email (for both internal and external email correspondence)

- **Write clearly and to the point** – avoid rambling. Try not to exceed 250 words. Anything longer and it may be better to talk live, if possible.
- **Bullet items when appropriate**, and use paragraphs to make reading easier for your recipients.
- **Conclude all email correspondence with your phone number and email address** (every time).

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Dining and Entertaining

- **Hold the door open** for others. Allow others to get on and off elevators first.
- **Leave the best seats at a table for others** (generally those seats with a view or facing the action).
- **Treat waiters and restaurant staff with kindness and respect.** Rudeness and impatience, regardless of service or quality levels, will only show poorly on you.
- **Wait until everyone is served at the table before starting to eat.** If everyone but you has been served and your meal is delayed, then ask others to please begin eating.
- **Chew food** with your **mouth closed.**
- **Never talk with your mouth full.**

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Dining and Entertaining

- **Don't slurp** soup or drinks.
- **Never take** the last food item.
- When passing food, **pass the plate** rather than an item (do not touch with your hands something someone else will eat).
- If someone asks for salt or pepper, **pass both**. Do the same for cream and sugar.
- When **passing a glass**, do so by holding it toward the bottom. Do not pass a glass by placing your hand around the area from which someone will drink

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Dining and Entertaining

- When using butter, **take a portion for your bread plate** to draw from during the meal, rather than drawing from the common butter dish several times.
- **Pour beverages for others** before filling your own glass. Avoid picking up others' glasses, if possible.
- **Avoid dominating a conversation**, but be sure to share appropriate information as well --minimize one-sided discussions.

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Dining and Entertaining

- **Engage everyone** in the conversation, if possible.
- Say "**please excuse me**" when leaving the table or room.
- **Avoid** excessive alcohol.
- **Wash your hands** after using the rest room (and dry them well for the inevitable handshake).

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- When someone tells you they're **not responsible for driving sales**, have patience with them and be compassionate.

Not everyone can be as **fortunate** as you.

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**This is a series of Training for
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Good Selling !



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