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YOU TO PROFITS !!!

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Newsletter COTTAGE ITALIA INDUSTRIES

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Merry Christmas
& HAPPY NEW YEAR 2010



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COTTAGE ITALIA
INDUSTRIES
20
YEARS
ANNIVERSARY
IN 2010

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CHAPTER THREE

PLAN FOR SUCCESS

There is a lot of uncertainty about Life; most people it seems, feel there will be some problems. However, it will be much better for some than for others, so what can you do to improve your chances for success?

How can you get a bigger share of the profit pie during the years ahead? The answer may lie in how you handle yourself and what you do to profit from today's opportunities.

First, you must start your long-range planning - think ahead finding new and better ways to use your time and your abilities to best advantage. If you are a typical sales person, you spend most of your time travelling or waiting to see customers. If you use a fraction of that time thinking about ways to reduce your non-productive travelling and waiting time, you can increase your selling efficiency tremendously. Many top sales people use a mental check-list to stimulate their thinking and to prepare themselves for the day of selling ahead. Foresight is a check-list; a simple way to foresee trouble and to be certain you use your time more productively. While you have the minutes to spare, think about the following questions. They may spark some ideas that will help you improve your results.

* What accounts should be checked out tomorrow? Have you developed a check-list so that you know what you are going to do and who you are going to see as you begin each day? Can you anticipate which calls are likely to tie you up, with the greatest amount of wasted waiting time? Do you have too many of these time wasters planned for one day? Would it be better to put some off for another day, or space them out through the work week?

Plan your calls, it is an obvious first order of business. There is a harsh motto that highlights the danger: "If you fail to plan, you plan to fail."

* When, in each case, is the best time to call on your prospects?

Your customers won't have time to waste, so think in terms of the prospect's convenience and it is likely that he will make things more convenient for you.

Is a morning call better for one prospect than it is for another? When is your client more receptive to a sales talk before or after lunch, before or after a meeting?

When can you be reasonably sure of enough time to tell your sales story? Can you reduce waiting time by calling when prospects feel obliged to see you sooner? Many prospects, for example, like to finish things up quickly just before launch, and buying may be morning activity for them, as they may use afternoons for what they consider top priority projects. Others will accept a call somewhere later but want to be sure they leave the office at a reasonable hour. Wherever possible, study your prospects and learn their habits. Convenience is often the sales key. A customer who finds it convenient to see is closer to finding it convenient to buy from you.

* How should you route yourself so as to minimize travel time? Would it save time if you took a moment to check out a time saving route for the calls you plan to make each day? Should you group calls and spend blocks of time in specific localities? Where back-tracking seems to be unavoidable, can you work in another call on the way back?

Can you research another facet of the prospect's business for new sales leads? Would it pay for you to cold canvass in the prospect's neighbourhood to check out new sales possibilities?

* Are there any telephone calls that you can or should make in advance of your sales calls?

A pre-call check might avoid missing prospect who has suddenly been called out of his office by urgent business. Will calling by phone help smoke out objections you can answer in a face to face conversation later? What does the prospect or customer need to know to help him buy? A telephone check may be all you need to be prepared with the right answers.

* Do you have all the information you need to complete an effective call? What advance preparation can you undertake now? Can you delegate any of this work to anyone? Should you check your supplier's literature for additional background? Would it pay for you to consult your supplier about any questions you have yourself? What questions should you be prepared to answer when you face the prospect?

When would you be in a position to fill the order? Why should the prospect place an order immediately? What other products can you sell to him? Can you provide credit?

The person who plans ahead, stays ahead. Planning is the thing that fore-wants you of obstacles. It prepares you to do the right things. Planning is the beginning and the most important part of the work of the job of selling.

Make planning the first order of business from now. Then, if you are the typical sales person, you should be able to add fifty percent to your selling time. And, happy thought, your sales may grow proportionately during the year ahead.

In conclusion, your product might be the greatest.... but even that doesn't matter if you cannot get in to the buyer, you must show him or her that your product or service will greatly improve business and then you will get the invitation.

Continuous page 4



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Stainless steel Tank

Practical marketing for self reliance (Continuous)

Always remember that successful salesperson "help the customer buy" and do not attempt to sell them something they don't need. This results in an "open door" policy to you for future business and profit. Be sure to utilise testimonials in sales calls. If someone well known uses your product, mention it.

If your product needs demonstration then be sure to make your exhibition get attention. In other words, practise before you preach. Nothing could be worse if you are not absolutely familiar with your product. You must know all of its good points, as well as the bad.

Ask the customer to buy at least six times during your call and never get discouraged at the word "No". You should ask why they are not buying and learn from it — to the marketer, sales begins when the customer says "No" Your next call may result the same, for the same reason, and you have had time to think of a reply. A good sales person is always alert to learn how to improve his sales technique and to provide good suggestions.

As a matter of fact, sales luck just does not happen..... it is the direct result of a thorough preparation meeting opportunity. With a little work on your part you can sell almost any product.

Most people find the personal sales call a very horrible experience. You can learn to sell as salesmen are not simply born.

From Dr. Mario De Cataldo and Sonnie Nwosu/Nigeria

If you collect all the basic points you will have a Practical marketing pocket book at the end of our 5 issues



**CHRISTMAS IS A TIME
TO SHARE THE JOY
& PROSPERITY
IN THE COMING SEASON.
MERRY CHRISTMAS
AND A
PROSPEROUS NEW YEAR**




From Cottage Italia Industries



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Cottage Italia Industries Exhibition in TOGO
7th INTERNATIONAL TRADE FAIR OF LOME
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Cottage Italia Industries Exhibition in Cameroun
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