newline ideas

Salespeople v brochure!

The following table shows clearly the differences between great salespeople and brochures.

Great salespeople	Brochures / flyers
Target customers after carefully identifying and selecting those that need the product or service.	Acts as an introduction to the organisation.
Give up when the customer makes it fully clear without harassing them.	Introduces the customer to services and products
Make potential clients feel important and unique.	Explains what the product is, what it does and how good it is.
Know their product inside out.	Serves to attract people's attention to the company, product or service.
Able to build rapport effortlessly with customers from any background.	Will give prices in varying degrees of detail.
Help customers identify issues with their current provider or situation.	Needs to be memorable.
Believe wholeheartedly and enthusiastically in their product or service.	Will often provide a detailed description of the product or service. (Features)
Know the right time to offer a special offer or to discount.	Sometimes gives examples of how the product or service might help the customer in specific scenarios.
Understand when the customer is trying to reject them or their offer.	Might give details of offers and discounts.
Clearly understand the difference between the features and benefits of the product or service and be able to match benefits to the customer's individual needs.	Will probably contain visual images.
Able to overcome challenges by working through these with the customer using effective and probing questions.	Outlines benefits of the service or product in a generic way.

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Salespeople v brochure! (cont.)

Great salespeople	Brochures / flyers
Recognise potential 'buying signals' from the customer.	Gives potential customers a way of finding out more about the company, service and product.
Demonstrate to the customer that they are trying to help them both solve any issues and improve their current situation.	Designed to catch your eye and grab your attention.