



**Sell More.
Grow Your Client Base.
Make More Money.**

ASK MORE. ASSUME LESS.®
Business Relationships that Really Work.™

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What Do You Want to Sell?

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- Commercial lighting or residential?
- Bulbs
- Fixtures
- Consultative Services

Who Do You Want to Sell To?

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- Commercial builders
- Residential builders – large and small
- Fix and flips
- Contractors
- Electricians
- Home owners
- Designers

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Where is the Money?

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- What products and service produce the greatest revenue for the least amount of work?
- Whose business should you be courting?

Genealogy of Revenue

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- What activities are bringing in your desired customers?
- What marketing efforts are not producing results.

Who and What Should You Break Up With?

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- What type of product is a drain on your business?
 - What type of customer is a drain on your business?
- **** Make a list of products you should stop selling and customers you should stop courting.

What's Happening in Your City?

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- What land is being sold?
- What's being built?

**What builders, contractors & electricians
are:**

- New to town or starting businesses
- Buying properties
- Successful

Getting in Front of Future Customers

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1. What do they read?
2. Where do they hang out?
3. Who do they talk to?
 - Realtors
 - **Neighborhood Facebook pages**
 - Designers
4. Who can they refer?

Finding New Customers

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- Yellow pages
- Optimized websites
- Homebuilders Association events
- Real estate events
- Construction companies
- Construction associations

The Buffet Cannot Hire You

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- Don't go to networking events if you don't talk to lots of people you don't know.
- **Speak at conferences and events where your desired customers go.**
- Send out mailings IF they bring in customers.
- Invest in SEO, if it produces a result.

Can Your Neighbor Refer You?

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- Does EVERYONE you **AND** your employees know, know what you sell and who a good customer is for you?
- Are you easy to refer?

Be Consultative Be Different

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“We want to be a different buying and lighting experience.

Our goal is to get to know you, your tastes and your needs, and make recommendations that you will love and that will look great in your house.

Can I ask you a couple of questions?”

Questions to Ask Showroom Visitors

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- How did you hear of our store?
- Where else are you shopping?
- What are you shopping for?
- Why are you shopping for that?
- Describe your house to me?
- What's your taste? Modern, traditional, etc.?
- What kind of lighting do you have now?



Helping A Prospect Understand Her Needs

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- Let's "walk through" your house/building room by room.
- How will you use this room?
- What kind of lighting exists now?
- What are the room's dimensions?

Follow Up!

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- Get showroom visitors' contact information
- Ask their preference in how they want to be contacted
- Call and follow up if they have or haven't purchased

Call Prospects

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Prospects who didn't buy: “We like to stay in touch and make sure you get what you need. Can I call you in a few weeks and follow up?”

Prospects who bought: “We like to stay in touch and make sure your lighting is working for you. Can I call you in a few weeks and follow up?”

Call Prospects and Ask:

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- What decisions have you made since visiting our showroom?
- What information do you need to make a decision?
- Have you bought lighting elsewhere?
- Can I ask what had you buy at _____?
What was your main decision making factor?

Call Buyers and Ask:

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- How is the lighting you bought working out?
- How has it impacted your house?
- What else do you need?
- Where are you buying bulbs?
- Would you like to sign up for our mail-order bulb replacement service?

Teach Your Employees How You Make Money

- Teach all employees who and what brings in the greatest revenue.
- Give a monthly or quarterly update on where new and repeat business came from.
- Share your financial results.
- Bonus employees for new customers they bring in.



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**Assume
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“Going bowling won't help people work better together. **TALKING ABOUT WORKING STYLE PREFERENCES WILL.**”

- DO YOU PREFER EMAIL OR VOICEMAIL?
- ARE YOU A MORNING OR A NIGHT PERSON?
- WHAT FRUSTRATES YOU AT WORK?

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Homework

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1. Determine what you want to sell, to whom and where to find those people.
2. Stop selling the things that don't make money.
3. Conduct a genealogy of revenue.
4. Stop courting customers who aren't profitable or who make your life hard.
5. Stop marketing efforts that don't produce results.
6. Teach your staff how you make money.



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