

« **SHANE DECKER ON SALES STRATEGIES** »

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# Play Your Cards Right

## SET A TARGET TO HAND OUT 500 BUSINESS CARDS THIS YEAR

**TECHNOLOGY** has changed how the world communicates. One of my retail friends on the East Coast asked his repair clients how they wanted to be contacted when their repair was finished: phone, e-mail or text. More than 50 percent said text! Because your clients are time-starved, an e-mail or text may be more appreciated than a phone call when it comes to delivering snippets of information.

However, there are times when personal contact and allowing the client to look you in the eye, hear your voice, shake your hand and see the smile on your face make a far greater impact. Many salespeople think that when they leave

the store, their work is done for the day. But in sales, your work is never done. And one of the best tools you can carry with you is a good old-fashioned business card.

Always keep several new business cards with you. Every person you come into contact with is a potential client. Next time you go to see your dentist, and you have a moment when smoke is not coming out of your mouth, say, "This is my card, and this is what I do. I know you have special events in your life that you love to celebrate. Please come in and see me when you do."

When you're out to eat and the maitre d' stops by your table to ask how your meal is, do the same

thing. When you speak at a Rotary function, pass out your cards.

What's the big deal about handing out your business card? First of all, it makes people feel special

when you go out of your way to be nice to them. Some will throw your card away, but others will put it in their purse or on their bulletin board, and they'll use it when Christmas or their

anniversary or some other special event rolls around. I have personally had clients that contacted me seven or eight years later with a crumpled-up card in their wallet and said, "Do you remember me? You handed me this at such-and-such event. It's my 20th anniversary, and I'm here to buy a diamond."

It doesn't take long to hand somebody your card. You may create a sale by doing so. You're becoming someone's personal jeweler. And when they come in with your old crumpled-up card, the closing ratio is close to 100 percent. Texting, e-mail or Facebook will not accomplish this type of salesmanship.

I used to make it my goal to pass out 500 cards per year. It works!

**This is my card,  
and this is what  
I do. Call me  
when you have a  
day to celebrate.**



## TIPS

FRESH IDEAS TO BETTER  
YOUR BUSINESS

### MARKETING



#### POLICY SIGNAGE

Here is a perfect example of Jeffrey Gitomer's dictum to make "policy" signs funny when possible. (We came across it while surfing the Net).

#### COUNT YOUR NAME

There was a time when copywriters believed the more times they could repeat a client's name in an ad the better. But that was back in the 1940s when Americans encountered one-thirtieth as many ads they do today. Now, says Wizard of Ads Roy Williams, the rule is that you should never include your name in an ad more often than it would be spoken in normal conversation. "Cramming your name where it doesn't belong is AdSpeak," he says. "Do this today and your ads will sound like they were written in the 1940s."

## LINE • TIME



**"WHAT CARS ARE TO GUYS, DIAMONDS ARE TO WOMEN ... YOU DON'T BUY AN EXPENSIVE CAR BECAUSE YOU NEED IT, YOU BUY ONE BECAUSE YOU WANT IT – SAME GOES FOR WOMEN AND DIAMONDS."**

**WHY SAY IT?** Get men thinking about their own spending behaviors, and they're more inclined to spend more on a diamond, especially when you point out a \$10,000 car is unlikely to be worth anywhere near that much in five years. – **SOURCE: NEIL PRATI, JOSEPHS JEWELERS, DES MOINES, IA**