

WRITTEN ON A TABLET ...

82 million people in the U.S — one-third of the country's online population — will own tablet computers by 2015. — Forrester Research

IN YOUR STORE

FRESH IDEAS TO
BETTER YOUR
BUSINESS



TIPS
MARKETING

Countdown
Marketing

If you had too much time on your hands in January, you may have spent many unproductive minutes watching the countdown to the 10 billionth download for Apple's App Store. Pointless but strangely fascinating, the exercise underscored an easy marketing trick: Find a store number and promote it. Ten billion out of your league? Try: "Thanks for being our 2,000th bridal customer." (Or 5,000th repair.) Such numbers add credibility, are easy to promote, and can sometimes generate media interest.

Fan-Only Content

Building up "likes" is one of the toughest parts of running a commercial Facebook page. Here's a sly but ethical way to do it: Offer visitors special access to discount codes or specials in exchange for "liking" your page. Look up Tim Ware's page at Hyperarts.com to see exactly how to do it. (tinyurl.com/yloqxqyz)



The Halo Effect

A great crowd at a store event is terrific ... except when there are so many people that no one can find a sales associate. Mark Loren Designs in Fort Myers, FL, came up with a cool solution: LED Christmas light necklaces for the staff. Easy to spot, and what holiday cheer!

SHANE
DECKER
ON SALES



Prep for Krunch Time

YOU'RE READY FOR YOUR FINAL CLOSE,
AND HE STARTS NEGOTIATING.

Over the last two issues, I've shared two types of negotiation tactics that customers use — The Nibbler and The Bogey — and how to deal with them. The final tactic is called The Krunch, and it's usually used by men. You've gone all the way through your presentation and the client says, "You've gotta do better than that." (I call this "The Krunch" because it's crunch time — you've told him the price, you're ready to use your final close, and he throws out this negotiation statement.)

The Krunch is a test. He's testing to see if you're willing to negotiate and how badly you want to sell your product. When he throws out The Krunch and you go down on price, you've lost integrity because it's obvious that you didn't believe in the quality of the item. Chances are the client will walk because you took too much off too fast.

Instead of dropping the price immediately, find out what he means by "do better." Better on what? Better in relation to the price? The services you offer? The



product itself? And if he says, "You gotta do a lot better," find out what "a lot" means. "A lot" might mean something different to him.

This is an excellent time to sell company benefits through statements of service, fact and quality. Service: "We've got two jewelers in the back who can size this while you wait." Fact: "We've been here since 1920, and our diamonds are personally selected." Quality: "This is an ideal cut; its brilliance is unequalled."

This could also be a great time to T.O. to the manager or owner for his blessing. The owner comes out and asks the customer, "You're looking at that? That's one of my favorites.

Your wife is going to love wearing that." It's a vote of confidence that means a lot coming from the owner.

If nothing else works, you can say, "Well, I want to accommodate you and I know you'll love this piece, so what did you have in mind?" The price he gives is where you're starting from. If it's just a little bit, you can ask him how he'd like to take care of it. If it's a lot, you at least have a starting point to go up from.

One tactic you can use in any negotiation is the Take-away. Let's say you sell a brand name watch, which comes with a two-year warranty, and you offer an additional three-year warranty in the store. The customer hears the price and says, "You gotta do better than that." You respond, "I can come down a little on the price, but you have to take away a little somewhere else." So you suggest taking away the extra years. The client says, "No, I want the full warranty." When you re-state your price, he's more likely to accept it because the extra value has been justified in his mind.

Negotiating on price is an absolute last resort. However, there are some clients who just won't buy unless you negotiate. Refusing to "cave in," while at the same time helping the customer to feel he's getting a great value, upholds your personal integrity, as well as that of your store and your product. ■ ■

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WEB SPINS

BY JENNIFER SHAHEEN, TECHNOLOGY THERAPIST

SHOULD I CONSIDER RUNNING
ADS ON FACEBOOK?

People use Facebook to check in with friends, but they also use it daily to stay connected to their favorite businesses. Facebook ads are not for everyone, but what they offer that search engine marketing cannot is age, gender, education and location target-



ing. Facebook ads allow you to target fans based on their interests or any other profile data. If you have a Facebook page that is getting attention, you should consider Ads to attract new fans and drive traffic to specific pages on your website.

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