

# How To Win Customers For Premium Products?



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## ***Fragment 1 - Introduction***

Under „expensive, atypical installations and home appliances”, the author understands products and services without which one 'can live', but which are increasingly often selected and developed in modern homes of modern people. These are usually components that are far more expensive than traditional ones, however the offered possibilities, comfort, savings or safety are enough for many to substantiate the increased costs.

These components are, for example:

- a central air-conditioning/ventilation system with a recuperator
- intelligent electric power supply network
- high quality home cinema systems and multiroom systems
- large, automated aquariums (freshwater and 'marine')

In the text of the guide, they will be called the Product.

Offering your product will demand from a salesman/consultant, designer or installation specialist great skill, not only with regard to knowledge on the subject, sales and negotiation techniques and cultivation, etc. A great product only forms up to 10% of its value in the eyes of the potential customer, while up to 90% of the chance of success when offering such a product depend on the sales, marketing, business and other general skills of the salesperson, about which many small companies in Poland have no idea. This publication aims at developing the skills that influence 90% of your success.

The author – Mariusz Szepietowski - had been running the polish company SMARTech since year 1998, executing every year several valuable (for many people - unneeded) intelligent home and audio/video systems.

## Fragment 2. Preparing for the meeting

You have arranged to meet for the first time and... yes, and what next? This is where the real work with the potential customer begins.

„Failure during preparation  
is preparation for failure“

### At least one day before the visit:

Gather information and check all notes that you have about the customer, and determine the goal of the meeting - plan in advance what you are aiming to achieve, i.e.:

- Make the customer interested in the specifics of the offer
- Dispel any doubts about the System
- Sign a contract

### The goal should be **SMARTS**:

- **S**pecific
- **M**easurable
- **A**chievable
- **R**ealistic
- **T**ime-bounded
- **S**tretching (ambitious, demanding effort)

### Prepare **supporting material**:

- Advertising material (folder, leaflet, CD, file)
- A display or presentation of the Product
- Contract forms, order forms, etc.

### Immediately before the meeting:

Make a final check of your notes, customer data, meeting goal, as well as all required material.

Prepare physically and mentally, remember to look good and have a positive attitude.

### Fragment 3 - Presentation of an offer to satisfy the customer's needs

Here are a few vital tips that should help you to 'win' the customer:

- Start off with a friendly commentary that's related to the business
- If you consider this appropriate, you can say something nice about your customer's house/office. However, be certain that it is honest and deserved. Never indulge in excessive flattery!
- Show that the customer's needs concern you. Ask a few open questions related to the execution of the investment and your goal (i. e. ask about potential problems known to you, but only those that you are able to help solve).
- The use of questions should help you identify the needs, expectations and any issues the customer might have.
- Relate any advantages arising from your proposition to the needs of your partner.
- Summarise the advantages and discuss an action plan.
- In case of an agreement attempt to get a written confirmation of what was agreed upon.

TABOO words and phrases	
don't sell	– deliver
not "cost"	– value
not „our Product"	– „this Product"
not "why"	– „what is the reason, that..."
not „because"	– „there is the reason, that..."

Always process features into customer advantages by using phrases like 'this means', 'thus', etc., and use the advantages that relate to the customer's requirements.

**REMEMBER! Nobody will buy your Product for its properties - everyone for its ADVANTAGES!**

**Example:** Intelligent system – 'exit' scene:

**Property** – feature of the product, or - an attribute that the manufacturer provides the product with; i. e. 'This System has the option of programming scenes.;

**Advantage** – stems from the feature and serves the customer.

i. e. 'Upon pressing the button assigned to the scene 'Exit', you do not have to worry about whether you had left a light on or an iron running somewhere in the house. The system will turn them off by itself, and additionally reduce the ambient temperature in the rooms.', 'Thanks to the fact that we do not have to worry about these important yet petty things, we have more time that is usually scarce precisely at the moment when we should have left home long ago.', 'Along with the reduction of ambient temperature in the house, its upkeep costs are greatly 'reduced'.'

**REMEMBER! In many cases, one feature will turn into many advantages! Present the one most important and appropriate for him!**

Coming back to the example:

When we recognise that money is of particular importance to the customer, the advantage appropriate for them will be – 'Along with the reduction of ambient temperature in the house, its upkeep costs are also greatly 'reduced'.' For the customer who puts comfort and safety first, the advantage will be – 'You do not have to worry about whether you had left a light on or an iron running somewhere in the house. The system will turn them off by itself, and additionally reduce the ambient temperature in the rooms.' In turn, the customer who values time the most, the advantage will be – 'Thanks to the fact that we do not have to worry about these important yet petty things, we have more time that is usually scarce precisely at the moment when we should have left home long ago.'

**REMEMBER! Make use of advantages relating to specific needs of the customer you are dealing with!**

**ALWAYS REMEMBER! The customer is interested only in what the product or service gives specifically him!**

## Fragment 4 - The sale process

First contact – 'make friends' in the first minute, and then:

- Show
- Describe
- Ask

*'Good day. I can see that you are building a house. I will show you an interesting brochure. It contains all the information about smart home systems. I could also quickly describe the system to you. Would you like to talk about this?'*

**In this order, the formula works LIKE MAGIC!**

*- Since you are building a large house, you will surely equip it with modern technology, like an intelligent home system? Do you know how this makes life easier?*

***- I know, I know that this is interesting, but I can't afford it. It probably costs a fortune. I've got other expenses, and an intelligent system... maybe someday... when they get cheaper...***

Sir, a system executing control of lighting, heating and window blinds costs on average 30%-70% more than a traditional (not integrated) installation. If you install a smart system just for controlling the lighting, then it will surely turn out to be a lot more expensive than traditional electrics. However, if you choose to integrate the lighting, window blinds, heating, energy management with central as well as remote control - in such a case the Smart System is a simple and inexpensive means of connecting all these systems.

***- True - you are right. I haven't thought about it this way...***

*Also, please remember how often you have considered purchasing expensive floor material, i. e. stone coverings, just because you simply liked them! The price of a smart system is substantiated due to its sensible advantages, and not only 'nice-looking control consoles' (which are also an advantage :) ). Additionally, thanks to savings arising from light and heating control, the costs of installing a smart system will be returned to you already within a few years.*

### **Fragment 5 - Knowledge of techniques influencing the customer's decision:**

- **Usage of internalised reaction patterns** (supporting yourself with stereotypes, i. e. expensive = good).
- **Rule of contrast** (if the second item shown differs from the first one, then we perceive it as even more different because we've seen the first one).
- **Rule of consequence** (when we make a choice or take a position in a certain matter, then we will meet with strong pressure to act in consequence with what we have committed ourselves to, both from the inside as well as from the outside).
- **A social proof of the truth** (we consider our actions correct in a given situation if others act the same way as well).
- **Liking and sympathy** (we agree to fulfil the wishes of people we know and like or those who are similar to us).
- **Unavailability** (we are drawn more strongly by things that are restricted, rare, 'once in a lifetime opportunities', etc.).

### **THE CUSTOMER**

- **Is the most important**
- **Is not a hindrance at work, but is its target**
- **Does not fully reveal his needs**

#### **The strategy of a salesperson**

- Never escalate reluctance.
- Do not understate the customer's doubts.
- Foresee and anticipate the customer's reservations.
- Understand the customer's argumentation.
- Differentiate between doubts and excuses.
- Find common points of understanding.
- Do not let dissatisfaction or anger show.
- Do not submit to any thought of failure.
- Want the customer to also belong to the winning team.



## **Fragment 6 - Closing the transaction**

### **The SUMMARISING closure:**

This kind of closure entails a summary (recollection) of all main advantages as arising from your offer or Product. It is often used if the customer had stated any reservations or during prolonged, complicated negotiations.

In many cases, people don't remember exactly what had been said, and they forget certain important advantages. The summarising closure aims to remind them of all benefits, gathered into a few succinct sentences. After the summary add the sure closure.

Example: 'This device sells very well, which means that customers value it. It serves to increase energy savings, which means for you lower house upkeep costs. So, let's use it in every 'inhabited' room.'

### **The INTIMIDATING closure:**

It can be hard to implement and at times risky, but is very effective in many cases. It entails suggesting to the customer that they can lose something important or let a great chance that came along pass - by not accepting your offer. Particularly useful if our offer is limited (time-limited or quantity-limited).

Example: 'Place your order today before the manufacturer raises their price.'

**REMEMBER! Always close the sale!**

**After successful completion of the sale do not call!**

**Give the customer time to reach a decision.**

## ***Other guidebooks by this author***

### **How to make your house intelligent? (an e-mail training course in 20 parts)**

This is the only free publication on the market to gather all basic information about intelligent home systems in a reader-friendly guide form. The guide is targeted primarily at persons building or designing a house or flat, but also at specialists and designers who would like to get to know the basics or have them all together in one publication. The guide has over 160 pages and is distributed via e-mail in 20 parts (with the option of downloading it in whole). You can read more and sign in at [www.smarthome.eu/general-guide](http://www.smarthome.eu/general-guide)

### **How not to forget that one little cable?**

Do you know that forgetting one little cable can cause you to break down your walls again and cause the family to complain that you weren't diligent enough to read the list of over 200 cables that you need to account for when designing the installation for your house? Learn more about this guide and order it at [www.smarthome.eu/order-cables-guide](http://www.smarthome.eu/order-cables-guide)

### **How to create a KNX design and installation?**

Installation specialists and smart home system designers often seek answers to these and many related questions regarding the design and implementation of KNX systems. Browsing hundreds of pages of general material is time-consuming and ineffective. This, however, can be avoided. Learn more about this guide and order it at [www.smarthome.eu/order-design-guide](http://www.smarthome.eu/order-design-guide)

### **How To Pick And Choose KNX Equipment?**

There are already over 10000 devices for the KNX system on the market, offered by over 400 manufacturers. How to handle such a mass? How to select the right device to suit user requirements? From among over 10000 devices, this guide contains on over one hundred pages descriptions and/or photos of over 250 of the most important or most interesting devices and their uses, including a handful of practical tips. Learn more about this guide and order it at [www.smarthome.eu/order-units-guide](http://www.smarthome.eu/order-units-guide)

### **How to build an electric switch cabinet for the KNX system?**

Step by step we will guide you through the process of assembly and construction of large electric switch cabinets. We will also tell you what you definitely cannot forget, and where you should

take particular care. Learn more about this guide and order it at [www.smarthome.eu/order-cabinet-guide](http://www.smarthome.eu/order-cabinet-guide)

### **How to win customers for premium products?**

40 pages of solid information for everyone offering Premium-class products to their customers - expensive, luxury components for the home that are not required by most people, who still dream of them, and yet are available for the few who consider them absolutely necessary :) Learn more about this guide and order it at: [www.smarthome.eu/order-clients-guide](http://www.smarthome.eu/order-clients-guide)

### **Installations - document templates**

Templates of documents, designed by experts from SMARTech in consultation with lawyers. Apart from a contract draft for the execution of an installation, available are, among others, commissioning protocols, system verification documents, even calls for payment. Learn more about this guide and purchase it at [www.smarthome.eu/order-documents-guide](http://www.smarthome.eu/order-documents-guide)

### **KNX system - the set of guidebooks**

All guidebooks above in one set you can buy with 30% discount. Learn more about this guide and purchase it at [www.smarthome.eu/knx-system-the-set-of-guidebooks](http://www.smarthome.eu/knx-system-the-set-of-guidebooks)

### **A KNX system design for a house of 200 sq m**

Based on this design you will learn how to execute other smart home designs and installations. The smart electric installation on its own (the design includes others as well) for a house of 200 sq m contains 171 modules in the switch cabinet, 130 cables running from the cabinet to the building, and several thousand connections. An experienced designer needs about 112 hours of work to create such a design. The time and money saved through the use of ready elements - this would be enough to calmly recommend the smart system design specifically to you. Learn more about this design and order it at [www.smarthome.eu/order-plans-pdf](http://www.smarthome.eu/order-plans-pdf)

### **KNX system design - ETS files**

Thanks to this, you can implement changes and load ready programmes to devices according to your system within a few hours. You can be certain that everything will work correctly. This set consist ETS database and project files and list of functions implemented in typical 200m2 house. Learn more about this design and order it at [www.smarthome.eu/order-plans-ets](http://www.smarthome.eu/order-plans-ets)