

Foundations—a Pedestal Group Publication

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FOUNDATIONS

The Pedestal Group

Tried and True Sales Techniques

Special points of interest:

- *AND MORE!*

We all know there are sales techniques and they still work, although a little differently than when they were first identified. These techniques can help you get in the door, get the appointment or get the sale!

The assumptive sale—The assumptive sale is where you assume they are buying and ask a closing question. Assumptive sales are great to use when explaining a retainer for services, dealing with a start date, or when money is due. If you have a situation that has been awkward in the past, try using the assumptive sale to head it off. For instance, when asking for a retainer to start a project, let the customer know that is the usual practice. “Assume” they are in the loop on how these things are handled. A statement like, “As soon as I receive the 30% we can get started” is much more powerful than asking, “would it be possible to get the 30% retainer before we start?”.

Together—When you are selling a service, use the “we” when talking about how things will proceed. “We will complete this task” and then

“we will see these results” including the prospect in the “we”. That way they automatically see themselves in the situation which makes it easier to buy. This is especially good if you can customize any portion of the presentation. Putting candidate names with the job title, putting the client name into documents, or fast-forwarding to “this time next year you will have seen....” can all help the client put themselves in the shoes of a customer.

Limited Alternatives—for most people, too many choices makes it difficult to select one thing. At one chain of photography studios, the photographers take 50 pictures of the subject but when the clients are ready to choose what to buy, they are shown groups of 2-3 at a time to select. That’s because 50 pictures of a given subject are too overwhelming for people to choose. When you are presenting options, be sure to present a small number so choosing is easier. If there are other options, let the prospect select the features they like from each option and then find the right fit accordingly.



Techniques can help you close the deal

The most important skill to learn in sales is when to stop talking. “He who talks first, buys” can be uncomfortable, but the reality is, it works! Once you have made your pitch and put your information on the table, stop talking. If you continue to talk, YOU are the one buying. Even if the silence stretches for a minute or more, let the other person talk first. It is vital to get them talking and part of the process.

Many people who can be great at doing the work at hand need to do a better job of asking for it. Having some thoughts on how to go about that process can help. Try these techniques and see your sales improve!

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Getting Email Addresses

So often we have a contact name and company but don't have a good way to reach them. Email would be preferable but how do you find someone's email address?

One way is to use their company to determine the email structure. First, go to Google or Bing and enter *@(domainname.com). Look at the email



There are many sites to help you find email addresses.

addresses identified and determine if the structure is first name, first initial, last name or some other configuration. Once you have that, you can guess your contact's email address.

Other ways to find email addresses are to use websites for that purpose. One website, http://www.emailaddresses.com/email_lookup_specialist.htm, claims to have specialists by subject so if you know anything about the person, this may be a great resource.

Another site that lists email resources is http://www.emailaddresses.com/email_lookup_large.htm. This site has a

listing of sites that can assist in your search.

Some people like to use an email address tool. Several people have indicated success using ID Extractor. This free tool is available at <http://www.egrabber.com/freebies/emailidextractor/>. The reviews indicated it will extract the email addresses into notepad and eliminate any duplicates. At this time no one at The Pedestal Group has gotten a chance to test it.

Lastly, you can join groups people belong to and then connect to them directly. This connection will then give you their email address.

Internal and External Links Build SEO

INTERNAL AND EXTERNAL LINKS CAN GET YOU FOUND FASTER

Search Engine Optimization (SEO) helps get your business found on line through the various search engines (Google, Bing, etc). One of the easiest

techniques to increase your SEO is to implement internal and external links on your web pages.

When a search engine evaluates a site, part of what it is trying to determine is how "legitimate" the site really is.

We've all gone to a website and wondered if there was really anyone behind it. Search Engines have to make that decision every day. But as they are programs, they don't have the benefit of our ability to detect information that may not be "real" so they use a variety of validation techniques.

One validation technique is to see if anyone else in the world links to that site. For instance, if you have a web-

site and your LinkedIn profile has a link to that site, then the site has a better chance of being legitimate since someone took the time to link to it and did so from a recognizable website. In addition, if other companies link to your site, they are in essence "vouching" for your site.

Anywhere you have a profile on a site, be sure to add your website as a link. When possible, use your company name as the words the person clicks on to link to your website rather than a generic "My Company" or "My Website". This will help increase the SEO when people search for your company by name.

If you regularly work with another company, talk to them about adding a link to your site and offer to do the same for them. A statement like, "contact our partner, [The Pedestal Group](#) today" can do wonders for your SEO!

Another linking technique is internal links. An internal link is one where content on one page links to content

on another. This technique also validates your site as you wouldn't link to content if there wasn't a reason.

The important thing to keep in mind with this technique is to link via keywords rather than words like "HERE" or "Click here". Naming processes and tools you use can help increase your SEO. If your home page says, "view our process by clicking [HERE](#)" that won't have as much gain as if it said, "view our [Pedestal-Building Process](#) here". In this case if we had been marketing the Pedestal-Building Process and someone went searching for it, we would have a stronger SEO presence for those search terms. Of course you have to be consistent and use those names throughout your marketing for them to have punch.

SEO is an important part of your website as more and more people are using search on the web to find businesses and less and less are responding to cold calls or looking things up in the yellow pages. Be sure to maximize your SEO!

Recycle Anything!

We've talked before about recycling electronics, but now we've found a resource that will help you recycle just about anything. The magazine *Real Simple*, www.realsimple.com has a "complete" guide to recycling under their Home and Organizing menu, under Green Living. This guide tells you:

Cell phones: According to the U.S. Environmental Protection Agency, fewer than 20 percent of cell phones are recycled each year, and most people don't know where to recycle them. The Wireless Foundation refurbishes old phones to give to domestic-violence survivor calltoprotect.org. For information on other cell-phone charities, log on to recyclewirelessphones.com. In some states, like California and New York, retailers must accept and recycle old cell phones at no charge.

Computers: You can return used computers to their manufacturers for recycling (check mygreenelectronics.com for a list of vendors) or donate them to a charitable organization (log on to sharetechnology.org or cristina.org). nextsteprecycling.org repairs your broken computers and gives them to underfunded schools, needy families, and nonprofits.

Crayons: Send them to the National Crayon Recycle Program (crazycrayons.com, which melts down crayons and reforms them into new ones. Leave the wrappers on: "When you have black, blue, and purple crayons together without wrappers, it's hard to tell them apart," says the program's founder, LuAnn Foty, a.k.a. the Crazy Crayon Lady.

Gadgets: There are many ways to recycle PDAs, MP3 players, and other devices so that any money earned from the parts goes to worthy causes—a win, win, win scenario (for you, the environment, and charity). Recycleforbreastcancer.org, for example, will send you prepaid shipping labels, recycle your gadgets, then donate the proceeds to breast cancer charities.

Holiday cards: These can go in the recycling bin, or you could give them a whole new life. St. Jude's Ranch for Children (stjudesranch.org), a nonprofit home for abused and neglected youths, runs a holiday-card reuse program in which the kids cut off the front covers, glue them onto new cards, and sell the result—earning them money and confidence.

Goldenrod: Those ubiquitous mustard-colored envelopes are not recyclable,

because goldenrod paper (as well as dark or fluorescent paper) is saturated with hard-to-remove dyes. "It's what we call 'designing for the dump,' not the environment," says Matsch. (So don't use them!)

Tyvek: DuPont, the maker of Tyvek, takes these envelopes back and recycles them into plastic lumber. Turn one envelope inside out and stuff others inside it. Mail them to Tyvek Recycle, Attention: Shirley B. Wright, 2400 Ellingham Avenue #A, Richmond VA 23237. If you have large quantities (200 to 500), call 866-338-9835 to order a free pouch.

Printer-ink cartridges: Seventy percent are thrown into landfills, where it will take 450 years for them to decompose. "Cartridges are like gas tanks," says Jim Cannan, cartridge-collection manager at Recycleplace.com. "They don't break. They just run out of ink. Making new ones is like changing motors every time you run out of gas." Take them to Staples and get \$3 off your next cartridge purchase, or mail HP-brand cartridges back to HP.



Rescuing a Computer

There is nothing worse than sitting at your computer and realizing there is something wrong. The time involved in identifying and solving the problem alone is enough to make you crazy. So to help you handle this situation, TODAY make an AVG Rescue CD.

AVG products, made by Grisoft, have long been our standard recommendation for anti-virus. They are solid

programs that don't get in the way. Now, they have a utility to help you fix problems after they happen.

To create the CD (or USB drive), go to <http://www.avg.com/us-en/avg-rescue-cd>. This can be a little complicated so most users prefer to watch the video on how to create the CD. Follow the steps and put this somewhere you will remember.

The tools on the CD will boot into

Linux, not Windows, and bypass the problems. Then, utilities are available to run to clean up the offending virus, malware or spyware.

This is a killer tool that every PC user should have near at hand. While it can't fix every situation, in many cases this can mean the difference between fixing it and moving on, or having to take it to a computer specialist losing time and money.

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Putting our clients where they belong.

The Pedestal Group was founded to answer a need we saw in small businesses to have a source for help. That could be how to find and integrate the right technology, how to better hire and manage people, how to set goals and create a strategic plan, or really attack and own your marketplace.

Our team has worked in a variety of industries including staffing, recruiting and executive search, retail, technology, healthcare software / IT, higher education and franchising and the consistent theme we have found it is very hard to see the forest for the trees. In small business, that is compounded by the number of resources available.

Our approach is unique in that we don't just say it is all about the customer, it really is. The Pedestal Group puts our customers on a pedestal – right where they belong. That isn't to say the customer is always right because that is an adversarial relationship – in our case, we always come to agreement. We are always in a partnership with our clients but also remember who's the most important – YOU.

The Pedestal Group - Putting our clients where they belong.

Role-Based Assessments

Recently, Tom Thomson, Managing Director of Sanford Rose Associates—Franklin, introduced us to Role-Based Assessments created by The Gabriel Institute.



Role-Based Assessment is an interesting tool

This tool is designed to determine a person's role in a team and where they will fit best. It is often used to assess candidates for specific roles in a company.

As someone who has studied

many assessments, I will confess after taking it I was highly skeptical. The assessment is a series of scenarios and roles and I had a long list of questions for the developer. I was ready with all my assessment knowledge to challenge her. Instead, this assessment revealed information about my work life I have always known, but haven't necessarily put into words or explained to anyone. It included how I manage myself, how I manage others, what I expect from management and how I interact with people. It was a fascinating look and I immediately saw the benefits of using a tool like this.

Since taking it, I have talked to a

number of others who have taken it and they are also fascinated by the results. One person said he would be concerned about using it as it reveals a little too much about people! But, we both agreed it had applications in hiring as well as with an established team. In a small organization having trouble accomplishing goals, an assessment tool like this would help identify the roles missing and help fill in the gaps as to why things weren't happening.

Overall this is an incredible tool and we highly recommend anyone interested in assessments to contact either Tom or myself for a demonstration.