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*The SalesPulse™*

*The Monthly Sales Briefing for Directors* Issue 56, December, 2009

#### Quote of the month

"The time is always right to do what is right"

Martin Luther King

Thank you for continuing to read the SalesPulse. We wish you a very happy christmas and a healthy and prosperous 2009

Dear %%Customer Name%%

#### **SOLUTION SELLING - A GOOD PERSONAL EXPERIENCE**

First of all I would like to apologise for a prolonged absence of the SalesPulse, and a few of our readers have asked me what had happened. I am pleased to say we are extremely busy, perhaps a sign that the market is picking up after a dreadful eighteen months or so for many companies.

A little while ago I had the pleasant experience of having to arrange the wine for my son's wedding. The requirement was for a significant amount of champagne, red and white wine, beer and assorted soft drinks. I contacted my local wine merchant who in the first instance laid on a tasting session, from a short list we had identified, for my son and his soon to be wife. While all the wines were acceptable they weren't just right so the wine merchant gave some more. Having selected the wines we then had to sort out the logistics, the wine merchant was in Birmingham and the wedding was held at a restored castle in Dorset. As the castle is open to the public six days a week, the window for delivery was one hour between 5:30 and 6:30 pm on the day before the wedding. In addition to the basics, i.e. the drinks, we needed glasses and wine coolers which the wine merchant provided as part of the deal. The risks were significant; how would we provide all this stuff if something went wrong! Fortunately it didn't. The van arrived at 5:30 pm precisely and was unloaded and on it's way home shortly after.

There were some really good sales and customer service points from this



*Steve Rowe*

Email me your comments



*Sell More, Sell Better  
and Sell Faster*



*the sales improvement people*

exercise:

**Firstly, I had a relationship with the wine merchant so I didn't look around trying to find a lower price. Had I done so I would probably have had to do a lot more work myself**

**Secondly, they provided an all inclusive service from identifying options at the start right through to delivery - they made buying a pleasure**

**They understood the requirements and most importantly they understood the risks.**

**They delivered on all their promises and offered a fully refunded return service for unconsumed products**

**They turned a commodity into a solution and made it easy for me, their customer**

The wedding was a great success and this wine merchant gets referrals from me all the time, a true win win. As we approach a new year now is a good time to think about what it is that we as managers can do to help our sales people during 2010. I have attached our new year's resolution list which may give you some food for thought over the next few weeks.  
Regards

Steve

Steve Rowe  
Director

**Telephone:**

0870 873 3363

**Mobile:** 07903 121 916

**Email :** [steve.rowe@korusales.com](mailto:steve.rowe@korusales.com)

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