

*Business to Business Sales, Holiday Workshop '09*  
*Kathleen Deal, Senior Sales Director*  
***EMBRACE THE SPIRIT OF SERVICE!***

Employee and key client gifts are powerful tools that can improve productivity, decrease employee turnover and customer attrition, and encourage team work. Large corporations spend up to 3% of payroll on these programs because they find that the benefits more than pay for themselves. Share this factor and follow these key points, presented under the acronym of SPIRIT, and watch your holiday sales soar!

# S

1. **Set your profit goal for this stream of revenue in your business.**
  - Decide what you will use your profit from your business gift service. As in goal setting for other portions of your business, place that goal on your quarterly goal poster, vividly imagine it and focus on it daily!
  - **Think big**—there is much more business in this segment than you may realize. By setting a specific goal for sales to businesses, we work with purpose and energy.
    - The IRS allows a deduction for employee and customer gifts, but many times businesses feel that this is too low and spend more. Spending is consistent, they don't believe in skimping on holiday gifts.
    - In a Consumer Trend Survey, 94% of executives polled say that no one ever contacted them about their holiday gift giving needs.
    - 88% of executives indicated that they order their company's holiday gifts themselves and 12% delegated the responsibility.
    - Corporate holiday gifts are worth 2.5 billion to the incentive gifts industry!
2. **'Don Your Coat of Confidence' & Set your attitude for service.**
  - Show your business clients how your gift service can help them reach their goals.
3. **Seize the Idea**
  - **Warmer, more personal and more fun gifts** are wanted. They want fresh ideas that have a sensibility of "it's not just the money, I really care about you." They want to personalize and acknowledge hard work and performance. Spa and pampering products are great gifts which are personal and creative.
  - Use **'3rd party testimonials.'** To overcome the response that they give cash — affirm the positive then add a testimonial such as, " It's wonderful that you recognize the power of employee recognition! What I hear from a lot of businesses is that they may give cash but also give a gift to convey that 'personal' touch. Is there any reason why that wouldn't work for your business also?"
  - Corporate and business buyers are often sophisticated. They appreciate and are **willing to pay for the extra touch**—great wrapping and delivery.
  - **First impressions really count.** These buyers quickly form an impression of you and your materials. Stress the benefits of your service, not just the features. Materials must be fairly brief, professional, free of errors, crisp and professional. Once that impression is made, often the buyer will designate a dollar amount leave it to you.

4. **Structure**—focus on the particular business that you are addressing and determine through questions who makes the decision and who implements it.
  - In a small business, it may be the owner who makes the decision or part of the decision. For example, he or she may set the dollar amount and then ask you to work with her/her spouse or assistant.
  - In a larger corporate entity, there may be one person selected to make the decision or a committee. Ascertain who the makes the decision while 'charming' and acknowledging the position of those who implement the decision.
  - There may be multiple buying influences. An administrative assistant, her boss, and/or whoever authorizes payment. Don't fear this process. Companies are pre-disposed to buy.
  - Work within their structure, but do not hesitate to start at the top to determine what their structure is. You may need to get by a 'gate-keeper'. See scripts.
5. **See the gift opportunities.** Several different aspects of the business you are working with may benefit from gift service. You may 'coach' them in helping them discover these possibilities. Gifts of appreciation are an opportunity for the business to distinguish itself from competitors as well as reward and encourage employees for past and future performance. These opportunities fall broadly into 3 categories:
  - Employees
  - Customers
  - Prospects for their business
4. **Scripts are powerful** in this segment of our business, as well as all others. Use them.
5. **Set the FINANCIAL terms at the appointment.** Most will pay for the entire order at the time that you take it. Ask the following: **Would you like to handle your order with a business check, VISA, MASTER or DISCOVER card?** Only offer the payment option of pay half now, and the other half at delivery if it is necessary.
6. **Set the Delivery terms**—ask when they would like to have the gifts delivered and note it in your Holiday notebook.

## P

1. **Overall Plan for Business & Executive Gift Service.** This applies to your overall plan for Business & Executive Gift Service and to 'pre-call planning' for each individual call/contact that you make.
  - Make a list of **various categories of businesses** and then start filling in within each category those businesses that you will contact.
  - Ask your **customers, guests at skin care classes**, and everywhere you go:
    - Go on a fact finding mission with everyone.
    - As well as handling the personal gift giving needs for your guests and customers, ask:
      - "Do you or your husband have a secretary, assistant, or others for whom you or he need to buy gifts?"
      - "Do you personally buy for them or do they work in an office where an office manager makes the decision for staff gifts?"
      - Obtain the name if it is someone other than your customer, and call using your customer's name as the source of the referral. Obtain an appointment.
2. **Pre-call Planning:** plan for each call and have a section in your focus folder or a separate notebook for your Executive Gift Service. When you have the correct person on the phone, your goal is to make the appointment.

SCRIPT: “ \_\_\_\_\_, this is Kathleen Deal. Jane Smith referred me to you. I have an Executive & Business Gift Service, with ideas to help you with your holiday gift buying for employees and key clients, complete with free gift wrapping and other special features. I know your time is valuable, so it will only take about 15 minutes to show you my gift selection and learn what you would find most helpful to you in your business. I’ll be in your area next week and would like to reserve a time for you. I have \_\_\_ or \_\_\_ day available—which is better for you? .....morning or afternoon? .....

- If no (there will be a few no’s!) Ask:
  - “I also do personal gift service for busy people. My goal is to show what a STAR you are and save you the time and hassle of fighting the mall and the crowd. Everything is delivered and gift wrapped free of charge. Is there any reason why you wouldn’t like to see my selections for your personal gift giving needs?”
- If yes—do brief fact-finding, by asking:
  - ‘Just a couple quick questions—how many gifts do you need? ....although I have several selections which are great for both men and women, I like to know how many of each you have?.....also, what price range? ....
- **Confirm:** *“Great, I look forward to meeting you on \_\_\_ at \_\_\_ and assisting you with selections that will meet both your goals and your budget. Thank you.” (As always—smile while you talk, be professional, crisp and yet also warm.)*

## I

**Impress them!** At this point you are really selling your excellent service and the benefits to be realized from using it. Points which you can use:

- The studies show that **employees who are appreciated reciprocate** with the ‘and then some’ performance.
- It is an **opportunity to differentiate your business from others.**
- Eliminate the hassle of holiday shopping from impersonal catalog services and risk delivery problems and still have to gift wrap **which means that** you will be able to count on gifts customized to your needs and delivered beautifully gift wrapped!
- Eliminate the hassle of crowded malls and parking lots **which means to you** that you have more time to focus on your business, as well as the joy of the season!

**SELLING SKILL TIP:** Develop the consistent habit of converting features to benefits. Even when it seems that the benefit is obvious from a feature it is powerful to articulate it. A handy phrase to memorize and use is ‘which means to you’.

## R

1. **Realize** the value of what you represent and what you have to offer—we are part of one of the most successful companies in the business world. Walk and talk like it!

# I

1. **Inquire** wherever you go about gift service needs. For example, one holiday I serviced a small business—an independent 50's style malt shop/restaurant. The owner ordered over \$600 in gifts for the many part-time employees as well as a couple personal gifts.
2. **Initiate** the conversations and make the calls — always look and feel the part. When we are confident, we boldly initiate conversations and connections.

# T

**Tips** for your success in Executive & Business Gift Service:

1. **Take the Time** to make a list of your Executive Gift Service Items—you may print a brochure, pages 30 & 31, from the Holiday Handbook found on the home page under the SELL IT square, on the REAL DEALS unit website: [www.kathleendeal.com](http://www.kathleendeal.com).
2. **Treat each presentation in a professional manner**—Place the list in a folder, perhaps with a seal on the front —so that it looks sharp and professional. In the folder include:
  - The List of your selections
  - The Holiday *LOOK*
  - Sales Tickets
  - May include a letter from you—an example is included within this outline.
  - Take a large basket (may put a sparkly cloth over the top so that employees don't see the gifts! You may wrap one as an example of the caliber of your wrapping.
3. **Think abundantly**—make up many of these folders. Determine the number that you will need based upon your goal, as follows:
4. **Think Strategically**—For example, if your goal is to realize \$5,000 profit from the Executive & Business Gift Service revenue stream within your business—
  - that means that you will sell \$10,000.
  - Estimate an average order size, for example, if you use an average order size of \$500 (many will be much higher than this),
    - that could mean within one business selections for 15 individuals at \$35 each, or
    - Or for 20 individuals at \$15 and 4 \$50 selections. Often a business will have more than one price range that they will utilize for different groups within the business.
  - In the above example, it would mean 20 businesses ordering \$500 each—so make up that many folders plus a few extra.
4. **Think and work smart!** - Do the things that will take you closer to your goal. For example, take the time to assemble the materials, put the time on your weekly plan sheet to schedule the appointments and to hold them. You may want to take 1 day or two half days to schedule multiple appointments. Do not spend time making up new materials, reinventing the wheel, etc
5. **Work Full Circle!** Whether or not your contact results in gifts for employees and the business's customers, ask about gift needs for that individual. If the decision has already been made, ask for suggestions for next year's contact time, ask whether they could utilize gift service for Administrative Professionals Day, etc... If speaking with a woman, offer her a personal facial/makeover appointment for a new holiday look and/or to earn free product for herself or her personal gift giving for sharing her makeover with a couple girlfriends.