

# STREET TALK



"Just a few things I've picked up along the way and would like to share with you!"

## STORIES FROM THE ROAD: BEN'S STORY

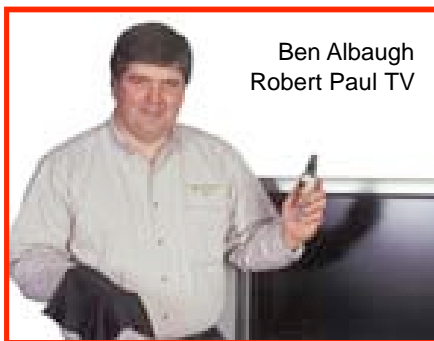
**“How I finally got my people to sell accessories.”**



**Paul R. Ginther /CEO**  
West 7th Street Inc.  
Marketing Consultant & Seminar Leader for major manufacturers, retailers & Ad agencies

**“I know what you're thinking but, this is not a fairy tale...it's true.** It began a couple of years ago when Paul Ginther, a veteran in our industry, walked in my door with a new product. Screen Kleen. I think you'll agree, my reaction was predictable, I said, "Great, just what I need... another accessory gathering dust on my shelves." Paul understood, smiled and said, 'Ben, it's not meant to go on your shelf, it's meant to go on your counter, because it's an accessory sales training tool.' I had to give him credit ... in all my years no one's ever tried that approach.

"Paul continued, 'Give it a chance and this single, inexpensive product will prove to be both an *accessory training tool* and a *branding tool* for you and your store.' I gave him my typical two-word response... *Ya sure!* I never would have believed that within six months we'd be selling 30 a month. It's been two years now and the truth is we average 60 Screen Kleen a month."



**Ben Albaugh**  
Robert Paul TV

**“We stopped selling and started telling”** Sounds crazy, but as Paul explained, 'all great salespeople use stories to help them sell, right? It's how we connect emotionally with our customers. But, stories make sales people memorable only if the stories are relevant. Screen Kleen is highly relevant to any customer who just invested a bundle in a new LCD or Plasma TV.'"

**“The story isn't just about getting a great picture or protecting a TV for \$19.95.”** Making the story interactive is what makes it memorable and makes it work. You can see it happen. The salesperson hands the customer our 16 oz tester bottle that we use to clean our store screens and a micro fiber cloth. Watch! The customer will visibly react to the satin smooth texture of the micro fiber cloth and ownership begins to take place. The clincher is when the customer is asked to "try it". That's when the experience becomes memorable. What's transpired here is that the customer has learned something, which repositions the salesperson. They're not a salesperson anymore... they are a teacher. Plus in the process, the customer has gained knowledge and a story of their own to...pass on."

**“So how did I get my salespeople to tell the story?”** It's no different than getting a customer to act. It takes a very compelling reason. In this case, a \$5 spiff on every Screen Kleen sold did the trick. The customer pays \$19.95. The sales person pockets a \$5 bill and I still make 60% gross profit, even after I pay the spiff. Plus, we end up with our brand name in the customer's hand every time they clean their screen. Beats a refrigerator magnet."

### We love it because:



**“I get a \$5 spiff for every Screen Kleen I sell and the company still makes 50% G.P. even after the spiff is paid.”** —Will

**“The reaction from customers is always great. For most, it's the first time they've ever cleaned a Plasma or LCD screen. Once they try it they'll always remember it.”**

—Mike

**“The acrylic display sits on our counter and doesn't just hold brochures, it tells the customer to ask the salesperson, “What do you use to clean your screen?””**

—Grace

### I Love it because:

**“You won't find it in big box stores and it's created a friendly competition on my sales floor. The guys love to wave those \$5 bills in each other's faces”**

**“It's given me a great branding tool because the bottle has my logo and web site printed on it. The customer picks up my brand everytime they clean their TV screen... and we tell them to do it often to protect against oxidation.”**

**“It's dramatically increased our store's sales of all other accessories by 50%. The reason is that when a salesperson begins collecting stories on other accessories he's no longer afraid to recommend them too.”**

—Ben Albaugh

### THEN:

Paul asked me, "who else do you think might want to increase their accessory sales by 50%?" I said, **“Everyone in our business.”**

It's a true story, just give me a call or talk to one of my salespeople at 651-489-8025. In fact, call Paul at 800-854-3146, he's full of stories... that'll help you sell more.