

# Company sales training builds business

By Sandy Hershelman

Has every single person in your organization received sales training? They should. From the guy answering the phone to the person loading orders into the trucks. . . every. . . single. . . one.

The creation of a sales team is much more than just hiring one top dog salesperson to carry the whole load. Granted, it's great to have Super-Salesman on payroll. But, without a strong support team, your super hero is not nearly as effective as s/he could be.

Now, I may be able to sell anything to anyone—but I can't be everywhere all the time. If Suzi answers the phone, she should be trained to keep up the enthusiasm, until I can return the potential customer's call. Even if she knows very little about the workings of our Wonderful Widget, she can offer, "It is an amazing item, isn't it? I'll make sure Sandy calls you back with all of the details on that latest offer. Thank you so much for calling!"

If it takes some pre-written scripts to get the process going, do so:

"Have you had a chance to see one of our homes yet? You'll just love them! Such quality and attention to detail."

Or: "I'll have her call you right back. We have so many wonderful loan programs, I'm sure one will be just perfect for you!"

Keep the scripts simple. You don't want Suzi to get tripped up, nor cross the line of what she legally may and may not "sell"; insurance and finance come to mind. If she's not comfortable being Ms. Friendly, get someone on that phone who is. She is your front line. People buy from people they like—and people like friendly.

A sale is often a series of small yeses,

ultimately leading to an exchange at the end. (You hope!)

During a recent after-dinner conversation with my mom, she said, "I'm not a salesman." I had to laugh. Forty-some years later, I still remember her spinning one heckuva convincing argument to get her young daughters to eat carrots.

Chances are you're "selling" something just about every day. Many people don't realize how discreet selling can be. It centers on mastering persuasive communication. You're persuading someone to recognize the worth of something. To this day, I can't eat carrots without thinking, "Carrots are as sweet as candy."

Remember that the focus is not about the salesperson; it's all about the customer. You have to LISTEN and, then, ask pointed questions. You want to help the customer figure out the need, then fill that void.

Your goal isn't just to close the sale. Your prime goal is to keep the customer.

If you sense the personality of a particular client would be best served, not by SuperSalesman, but by Art, the helpful guy from another department, focus SuperSalesman elsewhere.

Everyone on your staff must understand basic selling techniques. Make sure they are all *very* familiar with your products.

Use your staff meetings as mini training sessions. Training may be either self-directed or through a trainer. If you aren't an effective trainer, bring in a local sales pro. Ask your manufacturers' reps to visit. Show sales videos/DVDs. Participate in a Webinar online training. Encourage role-playing. There are lots of options available.

Have sales training and/or motivational CDs available for your staff to play on the way to work. Compensate them once you're provided with a short written summary (proof) of what they learned.



**Sales training for every member of your team will boost your bottom line.**

If you have a great salesman on the floor already, team him up with someone who could use a sales boost. Enthusiasm and knowledge are often contagious—and there's a good chance SuperSalesman is strong in both.

Fire up your sales team with fun competitions. They're much more effective with most employees than setting mandatory quotas. Encourage staff to report on successes. Autopsy their failures in a non-degrading way.

Reward your team appropriately. Money, security, achievement, recognition, personal growth and acceptance are strong motivators. Proper motivation not only encourages your staff to perform above the acceptable standards, it also builds

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# JCHBA goes to Olympia for state meeting

It's been five years, since I first agreed to be your executive officer. It didn't take long for me to recognize the political clout of the Building Industry Association of Washington.

At first, I felt like the lone Democrat, treading water in a pool of Republican fish. Wasn't quite sure if they were goldfish. . .or sharks.

I'm used to the party line rhetoric. Heck, my mom's never voted for anyone who didn't have a big R beside his name. For entertainment, I'll casually tell her I admire Hillary. That's guaranteed to set her off. (Why is it that kids never stop pushing buttons, no matter how old we get?)

Wading through all of the political hyperboles, I have repeatedly been impressed by BIAW's determination to keep on fighting for the little guy, as piles and piles of regulations keep getting dumped on him. BIAW President Daimon Doyle wants to take back the name "environmentalist"—and I agree. I have yet to meet a builder, who is not a steward of the land. Not a "rapist or pillager" among the bunch.

What I do hear is a frustration with the cost and time lost, as they're forced to jump through myriad hoops of red tape. These guys are smart businessmen. They're not eating the

costs of new regulations. They're passing them onto the consumer. What else can they do? *So much for affordable workforce housing...*



**Sandy Hershelman**  
Executive Officer

During the first week of March, the BIAW's board of directors met in Olympia. The winter meeting is always a fascinating look into the world of politics, especially since both houses of the Legislature are in session. BIAW's lobbyists escape from the hill to present the ever-changing status on myriad bills they're

promoting, or fighting, on behalf of the small business owners of this state. BIAW directors, from all across Washington, converge to meet with their state representatives and offer firsthand accounts of how certain bills will impact their businesses. A BIAW-hosted legislative reception welcomes both R and D elected officials, all willing to take time to meet with hundreds of men and women who've traveled far to speak their piece.

Into this Land of Oz, I brought JCHBA President Fred Kimball, VP Sandra Toy, board members Joy McFadden and Kevin Coker, and your Immediate Past President Marianne Moe. Each "gets it." Each understands the dedication and effort that members

and staff of BIAW put out on behalf of them. Each has a different agenda, but they're all on the same page.

Marianne may wave her Republican banner high, while the rest of us groan. As the chair of our Built Green™ program, Kevin respects all shades of green—and he won't hesitate to shoot off an e-mail to the BIAW, when he feels an editorial crossed the line. Loan officers Sandra and Joy would love to never have to turn away another young family because there is no house in this county that they can afford. Fred and Marianne both just want to build houses, not fight tooth and nail for permits that keep costing more and more.

Pay attention to what BIAW is doing for you. Most of its missions are focused on doing something good for most of the people in this state, regardless of their political persuasions.

One great way to stay informed is to get the *Lawmaker Review*. Members may e-mail Jenni and ask to be put on the e-mail list, [jennif@biaw.com](mailto:jennif@biaw.com).

## Sales training

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loyalty and creates a positive attitude.

There is no greater tool in your toolbox than a positive, upbeat attitude—in you and your employees. No matter how wonderful your Widget is, if your company is plagued by discontent, sales will suffer.

Educating your employees is the absolutely best investment you can make toward their success. . .and yours.

I've repeatedly heard, "Why pay to train them? They just leave."

Get over it. That's a very nearsighted view. Think of it as "playing it forward." You're creating a better human being. You're raising the bar. Education is never lost.

Create a more fulfilling work environment and they just may stay.

## Visit Alaska. . . the last great frontier

Join your fellow BIAW members September 9-16, for the 2007 BIAW Education Cruise. Sail aboard the remarkable *Sun Princess* for a seven-day cruise through the Inside Passage with ports-of-call in Ketchikan, Juneau, Skagway and Victoria, B.C. While cruising the crystal clear Alaskan waters, broaden your educational and business horizons with top-notch instructors and award-winning workshops and seminars. From \$849; airfare, taxes and gratuity extra.

To register or for more information, call Heidi Workman at R&D Cruises and Tours at 800-988-9282.

# Builders offer scholarships

Jefferson County Home Builders Association is offering scholarships to graduating seniors, or those with GEDs, who plan to pursue a course of study relevant to the building trades. The scholarship may be used for a post-secondary education, college or vocational, public or private. Student portfolios may be mailed to JCHBA, P.O. Box 1399, Port Hadlock, WA 98339. Deadline: May 10.

The Building Industry Association of Washington (BIAW) is accepting applications from Washington residents pursuing careers in the construction industry. The student may already be enrolled in an accredited school. The BIAW's scholarship packet may be downloaded at [www.biaw.com](http://www.biaw.com). Submission deadline is May 19.

Questions? Call 379.8784 or e-mail [jchba@olympus.net](mailto:jchba@olympus.net).

# Welcome our new members

Few things delight your executive officer more than to be handed a whole bunch of new JCHBA membership applications! (Chocolate and Merlot run a close second.)

The Built Green™ of Jefferson County classes put on by Kevin Coker (*Coker DesignWorks*) and Ann Raab (*Olympic Design Group*) attracted a whole bunch of new faces—many of whom have signed on as JCHBA members. Please welcome them when you next do business together!

All of these folks took advantage of the Built Green Charter Member offer. We'll have a complete list of all of them in next month's newsletter.

## Ken Kelly

### Vintage Hardware

2000 West Sims Way  
Port Townsend, WA 98368  
360.379.9030

360.379.9029 (fax)

[biz@vintagehardware.com](mailto:biz@vintagehardware.com)

[www.vintagehardware.com](http://www.vintagehardware.com)

**Sponsor: Kevin Coker, CPBD, AIBD**

*Coker DesignWorks*

## Norm Fraker

### H & N Construction

530 Adams  
Port Townsend, WA 98368  
541.760.0321

[normfraker@gmail.com](mailto:normfraker@gmail.com)

**Sponsor: Kevin Coker, CPBD, AIBD**

*Coker DesignWorks*

## Jan Marquardt

### John L. Scott Real Estate

2219 West Sims Way  
Port Townsend, WA 98368  
360.301.4611 (cell)  
360.385.4196 (fax)

[janm@olypen.com](mailto:janm@olypen.com)

**Sponsor: Joy McFadden**

*EastWest Mortgage Services*

## Sus'n Kai Wilson

### Coldwell Banker, Forrest Aldrich & Design Quest Interiors

2365 E. Sims Way  
Port Townsend, WA 98368  
360.385.4111 x103  
360.385.3640 (fax)

[susanw@olypen.com](mailto:susanw@olypen.com)

[www.susanw.cbolympic.com](http://www.susanw.cbolympic.com)

**Sponsor: Ann Raab**

*Olympic Design Group*

## Rose Hare

### RE/MAX FIRST, Inc.

522 Totem Ridge Road  
Port Hadlock, WA 98339  
360.301.1460

360.385.6495 (fax)

[roseh@olympus.net](mailto:roseh@olympus.net)

[www.rosehare.com](http://www.rosehare.com)

**Sponsor: Rick Gore**

*Mountain Propane*



# JCHBA

## members gave

# \$33,537 to

# UGN!



**"You guys are awesome!"**

—Liz Coker

United Good Neighbors of Jefferson County

## Committee Corner

**Membership:** Next meeting is 1 p.m., Thursday, April 19 at the JCHBA conference room. New committee members are always welcomed! Another recruitment training's coming in April. Call Sandra Toy at 379.6425, or e-mail [stoy@homestone.com](mailto:stoy@homestone.com).

**Home Builders Care:** Know ways the JCHBA can spread goodwill in the community? Call Liz Coker at 385.2739, or e-mail [lizannecoker@msn.com](mailto:lizannecoker@msn.com).

**Home Show:** JeffCo Home Show is May 3-4, 2008. Sponsor opportunities will be published soon. Interested in participating in, or in organizing, the event? Call Joy McFadden at 301.2008, or e-mail [jmcfadden@ewfsc.com](mailto:jmcfadden@ewfsc.com). Next meeting is 1:30 p.m., Tuesday, March 20 at the JCHBA.

**Golf Tournament:** JCHBA's annual golf tournament is July 20. Want to help or sponsor? Call Jim Groves at 385.6262, or e-mail [groves@cablespeed.com](mailto:groves@cablespeed.com).

## JCHBA Officers

President: Fred Kimball  
385.4915

Vice President: Sandra Toy  
379.6425

Secretary: Dan Dankert  
732.4976

Treasurer: Rick Gore  
385.6883

Board Members:

Jim Groves

Kevin Coker Joy McFadden  
Rick Tollefson

Immediate Past President:  
Marianne Moe

Executive Officer & Editor:

Sandy Hershelman  
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jchba@olympus.net

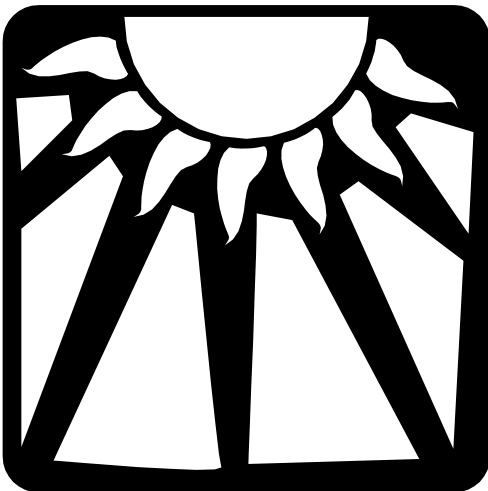
www.jeffcohomebuilders.com

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 **Jefferson County**  
Home Builders Association  
360.379.8784  
P.O. Box 1399  
Port Hadlock, WA 98339



# Solar energy can be a Power Trip



**Solar 101, with Power Trip Energy's Andy Cochrane and Jeff Randall, promises lots of interesting info for our builders and you do-it-yourselfers.**

**Wednesday, March 21**

**6:30 p.m.**

**\$10**

**RSVP!**  
**Beef or chicken**

**Seaport Landing  
1201 Hancock  
Port Townsend**

Please RSVP by March 17 (yes or no; plus beef or chicken) to your March 13 e-mail from [hershelman@olympus.net](mailto:hershelman@olympus.net). Or call Sandy at 385.1087. Want to be on the JCHBA e-mail list? Let us know!

Turn at the funeral home.  
Go all the way to the end.