



Colin Gadd director of sales, Henkel

how to ...sell unusual products

henkel, beyond brands such as Sellotape and Pritt, has a portfolio that expands across a range of well-known DIY brands, such as Loctite, UniBond, Nitromors, Duck, Solvite and No More Nails.

Interestingly, our sales force has found that some of the more niche specialised DIY products can indeed cross over and be quite useful for the office product dealer. Two examples of this are the Nitromors Graffiti Buster, a solution to tackling stains and graffiti, and the Stop Humidity Absorber, a tool used to combat damp and moisture.

We have found that these items have generated interest among dealers wanting to offer something a little bit different. But, what is the best way to approach selling something that is on one hand, perfectly practical, but on the other hand, not part of any product category you are used to selling?

FEEL COMFORTABLE AND BELIEVE IN THE PRODUCT

When words trip off your tongue and any question thrown at you can be answered with a swift and confident response, then you know that you have researched the product well. Familiarising yourself with the benefits these products can bring the end user is fundamental and believing them is even more crucial. If that means trying the product out and seeing how it works, then go ahead. If you think that the product is just a novelty with little or no use to anyone, then your voice and manner will convey this. So in a way, the product needs to convince you as much as you need to encourage your customers.

GET THE KEY MESSAGES RIGHT

While the idea of selling unusual products can seem either intimidating to some or even slightly amusing, getting the key messages right is incredibly important. The fact is that your customer is unlikely to have been exposed to such products – and this is a great advantage to you. Your customer will always listen if you have something unique and out of the ordinary to offer. Converting this initial interest into desire for the product requires in depth knowledge of the product's key messages and the USPs.

PROVIDE PRODUCT DEMONSTRATIONS

The downside with unusual products like these is that it might take a little more encouragement than normal to close a deal and your best weapon in this case is the product demo. It may sound obvious, but converting initial interest to a solid sale can be achieved effectively by visually proving the product's functionality, thus making it a worthy investment. ●

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