

# HOW TO... GET YOUR CLIENTS TO TALK

## The art of modern communications

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Selling is, without doubt, a skill. Character, tenacity and a willingness to go that little bit further to sell a product or range is essential for any dealer sales person working within a crowded market. Some may say it's the 'gift of the gab', if it is, then maybe dictation products are for you!

Product knowledge – and the ability to share that knowledge in a clear manner – is the key factor in selling voice recorders. There is a definite renaissance in voice dictation currently taking place; whereas at one time we were educating potential customers about analogue machines, we now need to ensure our market is sufficiently knowledgeable about the benefits of digital too – and what it means to the end user.

It is therefore essential to know the new digital products inside out. Demonstrations are imperative, as a range of functions could otherwise be overlooked. Many suppliers have CD ROMs available for this purpose.

You should also be prepared to leave demonstration machines behind, as self-discovery is sometimes the best way for customers to be able to get to know the products. It must be remembered however, that these customers are busy people and next contact should always be made within 48 hours, maximum. Try to remember how quickly children lose enthusiasm over a new toy and apply that logic here – strike while the iron is hot!

### TARGET SIMPLY

Remember key points that illustrate the benefits of voice recorders in a simple way. For example, we speak seven times faster than we write, so slide switches are extremely efficient, as well as ergonomic.

Digital benefits need to be explained



clearly, for example the fact that digital voice files can be emailed, which means no cassettes lost in the post, giving security that important telephone conversations and meetings can be recorded and transcribed safely. Targeting is important – the main users of voice recorders are doctors, lawyers and other text generators. Reduce wastage by knowing your market and applying the products to their specific needs.

### DON'T BE SHY

Communicate any offers with mailshots – offer lease terms for an instant return on investment, as this can sometimes get around those customers who are not 100% sure. Remember, an average sale of three handhelds and one transaction kit means a £750 sale – no salesperson is in a position to turn that kind of figure away.

The above tips all sound very obvious, however it is the combination of knowledge, demonstration, targeting and tenacity, which can help nail a sale that might otherwise waver. At Sanyo Speechtek we pride ourselves on our efficient service and the support we offer to dealers – and the feedback from our customers shows how successful we are. Our service pledge offers all customers a free replacement product for any dissatisfaction not dealt with in three days. In more than seven years, we've never had to send out a replacement product. That speaks for itself. ■

## SOUND BITES

**KNOW YOUR PRODUCTS INSIDE OUT**  
>> and communicate that knowledge in clear simple terms

**TAILOR THE INFORMATION YOU GIVE**  
>> so it is relevant to the market in which you are selling

**BE PREPARED TO LEAVE PRODUCT BEHIND**  
>> and follow up within 48 hours