

HOW TO...

SELL BRAND BENEFITS

Make more margin through quality products

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Selling is not just about product features, but how these product features benefit the end user. This, combined with good communication skills, will give you the tools to inform and influence your customer and increase your overall sales.

Ask yourself, why would a product feature be important if it offered no value to the end user? It is simply imperative. You need to understand what the consumer wants before attempting to meet their needs. However, understanding the customer's needs goes beyond asking them exactly what they want. It is about understanding their business, what image they want to portray to their own customers and how their stationery products can help them to achieve this. Research is therefore vital both in order to develop appropriate products in the first place and also to support the sale.

SAMPLE, SAMPLE, SAMPLE

Don't just talk about it! Take a sample of an established branded notebook to the customer with an alternative product and get them to experience the different paper quality, style and other superior elements first hand.

PEOPLE REALLY CARE

Brands associating with charities or other good works (as our Pink&Black has with Breakthrough Breast Cancer) adds value to those who want to support a worthwhile cause through their purchases. Recent research by nVision (part of Experian) based on 1,230 adults in the UK showed that 81% felt that supporting good causes with purchases was very or fairly important to them.



BENEFITS OF TRADING UP

Own label products may offer an easy route to a sale for the average salesperson, as low cost can be an attractive USP, however it is important to remember that cash margin is key and you can increase your cash margin by selling the benefits of branded products. Brands generally offer value in terms of quality and innovation. For example, the range of New Guardian Heavyweight manilla envelopes offer security and a prestigious appearance due to their 130gsm premium quality paper, ribbed finish and sheen. For companies who want to project a professional image this is important, as the receipt of a mailing is often the first impression that a customer gets of a business. There is therefore a valid reason for a sales person to sell the benefits of a higher quality product and achieve better margins for the company.

However when pushing a brand with unique features, the basics of selling still apply to achieve a sale. It is essential to motivate a customer by stimulating their curiosity about new products. This can be done by implementing the accompanying top tips. ■

TOP TIPS

>> 1.

KNOW YOUR CUSTOMER
THE BETTER YOU KNOW YOUR CUSTOMER, THE MORE TARGETED YOUR COMMUNICATION CAN BE – AND THE MORE TARGETED YOUR COMMUNICATION IS, THE MORE SUCCESSFUL YOU ARE!

>> 2.

KNOW YOUR MESSAGE
KNOW YOUR STUFF BEFORE YOU OPEN YOUR MOUTH, PICK UP THE PHONE OR SEND A MAILER. ASK FOR SUPPORT – JOHN DICKINSON STATIONERY OFFERS TRAINING, USEFUL INFORMATION LEAFLETS AND VALUABLE PROMOTIONAL PROGRAMMES TO HELP YOU BOOST YOUR SALES.

>> 3.

KNOW YOUR MARKET
KEEP YOUR EAR TO THE GROUND AND MONITOR COMPETITOR ACTIVITY AND MARKET TRENDS!