



SALES & MARKETING 101



Get to the core of building your sales relationships

Selling is about more than low prices and good jokes

by Phil Sasso



When Offering Customers EVAP Test Equipment, Offer the Choice of EVERY OEM using Smoke Technology Today!

STAR smoke technology is the OEMs' choice for smoke in EVAP leak detection. In fact, products containing STAR OEM EVAP-Approved technology inside are the **ONLY** smoke machines approved by any automaker for EVAP testing.

Why take chances with your customers? NON OEM-Approved equipment may be unsafe and risks damaging EVAP systems & voiding vehicle warranties.

Preserve your piece of mind and your customer relationships. Offer the OEM-Approved choice for EVAP leak detection: equipment developed in collaboration with Ford, GM & DaimlerChrysler; **equipment Trusted & APPROVED** by ALL OEMs using smoke technology today.

Aftermarket available exclusively from these equipment makers and their distributors:



Make Your Choice...

STAR Technology Inside
OEM EVAP-Approved
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Question: What do you think is the No. 1 reason your best customers buy from you?

Your prices?

If you've listened to any good sales and marketing expert, you know selling on price alone is an unsustainable business model. Value is more important than price.

Your personality?

You may be charismatic and funny. But if being funny guaranteed sales success, you'd see a lot more jobbers driving around with red noses and clown suits. Being likeable can only carry you so far. It may be why prospects will listen to you. But it's not the core reason they buy from you.

Your product knowledge?

You're getting close. That's actually part of it. Research has shown that the top salespeople have excellent product knowledge. But some of the worst salespeople also have excellent product knowledge. You can't be a successful salesperson without product knowledge, but product knowledge alone is no guarantee of success.

The brand name on your truck?

You're getting hotter. But customers switch brand loyalty every day. The reason most of your best customers buy from you is more basic than brand.

Answer:

Your best customers buy from you because they trust you.

People will sometimes buy from

