



EMPIRE
TRADE EXCHANGE

SALES TRAINING

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An Introduction to Empire Trade Exchange

OUR WAY OF DOING BUSINESS - AN OVERVIEW

The first and most important objective of our business is;

Customer Satisfaction

- Our whole existence depends upon the quality and effectiveness of our SELLING EXPERTISE and providing an ongoing service which satisfies the needs of our customers (members).
- The task of all of us is to be unquestionably, the first choice, or the preferred trade exchange in the market.
- Our aim is not to be the biggest and the best - just the BEST!
- Teamwork is essential for our success. As an organisation, each of us has a major role to play. Our business is only as proficient and dynamic as are its people. WE are the essential and unique ingredient that makes our company grow and prosper.
- Our communications are also of paramount importance to our success - timely, accurate and reliable information flow throughout our entire operation is essential. We should all make every effort to ensure this.
- Our reputation as a supplier of a quality service is also very important to us. We need to be recognised as friendly, courteous and co-operative people in all our dealings with others - we need to develop, and maintain a reputation for excellence in the market place - we cannot be satisfied with anything less.

Contact Details

The main points of contact in South East Queensland

Regional Office Address:	1/17 Premier Circuit Kawana Junction QLD 4575
Regional Office Postal Address:	PO Box 151 Buddina QLD 4575
Telephone:	07 5437 7220
MOBILE:	Mike Hancock 0412 216 037
FACSIMILE:	07 5437 7230
EMAIL ADDRESS:	hq@au.empireexchange.com

Contact Names

- | | |
|---|--------------------------------|
| • Sales Co-Ordination - Mike Hancock | mike.h@au.empireexchange.com |
| • Member Support Contact - Corrie Paris | corrie.p@au.empireexchange.com |
| • Members Kit Contact - Jackie O'Neill | jackie.o@au.empireexchange.com |
| • New Member Contact - Diane Phelps | diane.p@au.empireexchange.com |

EMPIRE TRADE - Australia's Most Progressive Trade Exchange

- i. Empire Trade has been growing at an impressive rate, both in Australia and overseas.
 - a. Since our beginning just on 9 years ago, (February 2000) membership has undergone extraordinary growth!
 - b. Empire Trade Head Office is based in Kawana Junction, a suburb of the Sunshine Coast, and is run by an Executive Committee headed by General Manager Alan Howell.
- ii. The committee comprises people with extensive experience in trade exchanges. Their vision from the outset was to develop a formula which adopted the best principles of barter and discard those factors which cause resentment and disillusionment.
- iii. Furthermore, one of the founding principles was that Empire Trade was to exist first and foremost for the benefit of its members, and not for its owners, as was the case with many of the exchanges in the market at that time (many of which have since "disappeared").
- iv. In light of this fundamental aim, a winning formula was implemented from day one; the major components of this formula are;
 - a. Realistic and affordable entry fee.
 - b. A transaction fee structure that does not penalise members when they make their goods or services available to other Empire Trade members (i.e. no fees on sales), and a moderate fee applied when purchases are made.
 - c. Furthermore, there is only a small monthly admin fee of \$16.50 applied.
 - d. Most importantly, the concept of part cash and part trade ('right price, trade component negotiable') laid a strong, fundamental point of difference between Empire Trade and the other players in the barter industry.

In Australia there are 3 major trade exchanges...

- Bartercard Operating for around 19 - 20 years, active members, approx 15,000
- BBX Operating for around 13 - 14 years, active members, approx 5,000
- Empire Trade Operating for around 9 years, active members, approx 5,000

What is a Trade Exchange?

Firstly, it should be noted that many businesses belong to more than one Trade Exchange.

- i. Fundamentally, a trade exchange revolves around the use of 'Reciprocal Trading' or barter principles - this is the exchange of goods and services without the use of cash payments. In its simplest form, Reciprocal Trading is a modern day version of the ancient process of 'bartering' (or swapping), which was the origin or the basis of commerce as we know it today.
- ii. However, the old process of bartering was quite limited in its usefulness. It was really only of value when each trader had exactly what the other wanted, and, the value of the goods were similar, and their products were available at the same time.

e.g. Trader A gives trader B, 20 apples in exchange for 20 oranges. This was fine if one wanted apples when the other wanted oranges, and, the values were pretty much the same.
- iii. In today's modern world with the use of computer technology, reciprocal trading is really booming. That's because its been simplified by allocating a 'Trade Dollar' (or trade credit) value to each product or service, which equates to its normal cash dollar value.
- iv. This means that each business participating in the exchange network can 'earn' trade credits by selling their goods or services to other participating businesses.
- v. Therefore all the participating businesses can buy from, and sell to one another, using trade credits. (One trade credit = one AU\$ for taxation purposes - ATO ruling).
- vi. 'Full trade' exchanges such as BBX and Bartercard expect their members to sell their goods or services to other members using 100% trade credits (with no cash).
- vii. The Empire Trade network of businesses on the other hand, allows members to nominate the amount of trade credits they will accept on any particular transaction. This mix of cash and trade enables the selling member to cover his/her cash costs incurred when he first made/purchased his product (if he's a retailer, the cash purchase price from his wholesaler. If he is a manufacturer, the cost of his materials and wages). Plus of course the GST component on a sale has to be paid in cash to the ATO.
- viii. This part cash/part trade formula has proven to be a spectacular success as it makes good, logical and economic sense to the small to medium business which makes up the bulk of members in trade exchanges (cash flow is vital to small business).
- ix. Empire Trade Head Office plays an integral role. As a 'Third Party Record Keeper', they are the 'clearing house' or administrator of the program, recording all the trade transactions as they happen.
- x. The process is simple and straightforward - each business in the network is issued with an Empire Trade account number. They are also supplied with a cheque book not dissimilar to a standard bank cheque book.
- xi. When making a purchase, a member presents to the seller their Empire Trade cheque for the trade portion of the transaction and pays the cash component in the normal manner.
- xii. Empire Trade administers each member's trading account. This account records the flow of 'trade credits' that are earned or spent by the trader. When a member sells its goods or services to another member, the value of the transaction in trade dollars is credited by the Empire Trade administration to the selling member's trading account. The purchasing member has the corresponding transaction value debited to its trading account.

- xiii. Unless you are a business operator and have been introduced to the concept of barter trading, chances are that it's a new and somewhat 'strange' concept to you. Whilst trade exchanges are still relatively new to Australia (since the mid eighties), in the US they have existed for well over 30 years.
- xiv. There are over half a million American businesses actively participating in the reciprocal trade of goods and services. These include major blue-chip companies such as Hilton Hotels, Chrysler Corporation, Pepsi Cola, and IBM, just to name a few. The US annual trade through Trade Exchanges exceeds 40 billion dollars, and continues to increase every day. Australia is following in their footsteps.
- xv. Furthermore, over 65% of the top 500 American corporations now operate their own internal departments which specialise in barter trade.
- xvi. Across the globe, Trade Exchanges are flourishing in 35 different countries.
- xvii. In summary, barter or reciprocal trading is a very well accepted and proven way for businesses to do business.

Why do Trade Exchanges Exist?

There are two primary reasons;

- a. To bring extra and new business to the member.
- b. To help the member conserve cash.

Sales Agent's Role - Task Overview

- i. A Sales Agent's main task is to obtain new members for the Empire Trade network.
- ii. This is a straight-forward selling exercise, to be performed in a professional and consultative manner.
- iii. **There are four basic steps to the task;**
 - a. Identification / prospecting for target businesses.
 - b. Making appointments with target businesses.
 - c. Carrying out the appointments / presentations.
 - d. Completing the paperwork (and supplying kit to new members in some locations).
- iv. **The essential skills and attributes which best suit the requirements are;**
 - a. A strong personal preference for this style of work.
 - b. The ability to establish goals and the drive / commitment to achieve them
 - c. The ability to plan daily activities to ensure maximum benefit from the available hours - in order to reach the minimum sales level requirement for the week.
 - d. Maintain a consistent appointment rate of 15 new appointments each week. i.e. 5 appointments per day for 3 days (full time agents). This leaves 2 days for prospecting and appointment making).
 - e. A credible, professional and mature approach to the marketplace.
 - f. The ability to clearly and fluently present the features and benefits of Empire Trade to potential members.
 - g. An honest and outgoing nature.



Reporting and Paperwork Requirements

There are specific forms and documents to be used by the Agent. These can be separated into the following categories;

- i. Member Application Forms
- ii. Facility Forms
- iii. Direct Debit Request Forms
- iv. Additional Signatory Form
- v. Request for Conversion Form
- vi. Daily Planning Sheets
- vii. Payment Claim Invoice

A full explanation of how and when to use these forms will be covered in a later training session, including sufficient stocks for the first month's usage.



Collateral Available

- i. The company supplies numerous types of printed materials which are designed to assist the agent in the end-to-end sales process.
- ii. Each agent will be fully educated as to the appropriate use of each item.
- iii. In many cases these materials have proven themselves to be an invaluable tool to help facilitate both appointment making, and the actual sales closure process. In light of this, each agent is encouraged to use them to their best advantage.
- iv. Under no circumstances are non-approved materials bearing the Empire Trade name and/or logo to be used. If in doubt, seek advice from the office.

An Introduction to Selling

- i. What's it all about anyway?**
- ii. Why do people buy?**
- iii. Features vs. Benefits**
- iv. The buying decision**
- v. Some rules to remember**

What's it all about anyway?

- The profession of selling, like any other profession or area of technology, has been evolving more rapidly over the past few years than at any other time in history.
- Gone are the days of the smooth, glib talker - there is no such thing as a “born salesperson”. Selling skills are 100% learnable.
- However, we all have preconceived ideas regarding what selling's all about, and what a salesperson's role is, and unfortunately many times these ideas are inaccurate and misleading.
- These days things are different! Our potential customers are the most sophisticated and educated they've ever been. They come across many sales representatives every week trying to sell them something different. They are practiced in the art of handling sales pitches.
- To be successful in today's competitive world, we need to understand that selling is essentially all about buying - i.e. making it easy for our prospect to make a buying decision.
- The approach used is, in effect, a consultative, non-threatening selling approach - and it has revolutionised the selling process.

Important points of the sales process are;

- Discussing the prospect's business and developing an understanding of the business's needs.
- This process of identifying needs builds trust and rapport with our prospect.
- Match the features of Empire Trade to the needs identified, close the sale by showing how the Benefits of Empire meet / satisfy those needs.
- It's important that we realise that, the level of trust and confidence we have between us and the prospect is the ingredient which makes the rest of the sales process possible.
- Consumer surveys conclusively show that people do not like to be “sold” to. They do however, like to be helped to make intelligent buying decisions.
- This is why trust is so important. In the final analysis, the customer “buys” you when he makes a buying decision.

Why do people buy?

- To be very straight forward about this, the commercial reality is that people will buy our 'offering' if they believe they will make a monetary gain for the dollars they spend.
- If our prospect does not believe they will gain a benefit by joining the Empire network, they won't buy. Often they'll say, "Leave me some more information so I can think it over." - which is really their way of saying, "Good-bye - I'm not convinced I'll be better off with your product than I would be by keeping the money it costs".
- In other words, "I'm not convinced I'll benefit."
- Therefore, our overall task in selling is to present our product as a means to improve on the prospect's current situation. (i.e. increased sales for a start).

Features vs. Benefits

- In a manner of speaking, a prospect does not buy the product itself - in the buyer's mind, our product is simply a means to an end - it's a way for him to get from where his business is now, to where he wants it to be in the future.
- It's the results he anticipates that prompts the buying decision.

It's important to understand the difference between a feature and a benefit.

What is a feature?

A simple answer is - a feature is a fact about a product - it's an objective and observable characteristic - it always remains the same, whether a prospect buys or not.

What is a benefit?

Again, simply put, a benefit is what the buyer gains. It is his real reason for buying.

People buy benefits not features

Some examples which illustrate the differences between features and benefits;

1. Last year throughout Australia, hardware stores sold thousands of 8mm drills. But, no one really wanted a drill, what they wanted was an 8mm hole!
 2. Also last year 8,760 BMW cars were sold in Australia. They were bought by people who not only wanted transportation from A to B, but also, prestige, ego recognition, superior comfort, performance, safety and "sheer driving pleasure." They didn't just buy a car!
 3. People don't just buy life insurance. They buy the security (reassurance) that their loved ones will be provided for if something happens to them.
 4. Businesses do not just buy a computer. They buy the increased speed and efficiency that enables them and others to get their jobs done faster, with greater accuracy and less cost.
 5. Similarly, people do not just buy membership to a trade exchange, but they do buy the new customers (extra sales), the conservation of their cash and the interest free facility such a membership provides them.
- In every case, it's the customer's ability to imagine a 'better situation', brought about by the product, that motivates him/her to buy.
 - Therefore, our whole sales thrust has to be directed towards determining the prospect's needs, and then proving / convincing him that membership of Empire Trade will satisfy those needs.
 - We've already learnt that customers don't buy features - they do buy what those features can do for them - i.e. the benefit.
 - In many cases, we will discover that our prospect often has only one, or two needs that require satisfying.

Our task is to;

- a. Identify those needs and;
- b. Match the relevant feature to them, and highlight the benefits obtained.

The buying decision

It's helpful to take a simple view of selling - a good definition of selling is:

“Motivating Customer Commitment” (to buy)

In other words, our job is simply to assist them to make a buying decision,

- to guide them
- lead them
- encourage them
- and show them the benefits / gains

Our job as a **sales professional** in this business is **TO CREATE MEMBERS**

And we do this by helping our prospect make a buying decision which will “add value” to his business. i.e. provide a benefit.

Some rules to remember

1. SELLING IS NOT TELLING.

If we approach a selling situation by talking “10 to the dozen”, explaining all the wonderful things about our product and how it works, then, we can actually minimise our chances of making a sale.

On the other hand, if we take time to learn about and understand our prospect's business, ask probing questions, and listen to their answers, we will identify specific needs of his business. By doing so, we can satisfy those needs and therefore benefit his sales and profitability.

2. PEOPLE DON'T BUY PRODUCTS OR SERVICES FOR WHAT THEY ARE, THEY BUY WHAT THE PRODUCT OR SERVICE WILL DO FOR THEM.

We need to remember that each prospect we talk to has one fundamental question which needs an answer: W.I.I.F.M (what's in it for me?).

3. THE CUSTOMER DOESN'T LIKE TO BE SOLD - HE WANTS TO BUY!

The customer wants the opportunity to make a valued decision about our product and how it will benefit him. Our job is to help him do just that!

4. PROSPECTS DON'T BUY FEATURES - THEY DO BUY BENEFITS!

THE BEST SALESPEOPLE ARE:

- The Best Questioners
- The Best Listeners
- The Best Rapport / Confidence Builders
- The Best Prepared
- The Best Practiced

Prospecting

- i. An overview**
- ii. Prospecting is a continuous exercise**
- iii. Prospecting criteria**
- iv. Cold call prospecting**
- v. Sourcing prospecting leads**

Prospecting – *“finding someone to talk to”*

An overview

- A business can have the most modern up-to-date offices, state of the art computer and communications equipment, an exceptional team of employees, a fabulous product, unlimited finance, the most efficient systems and procedures. While all these are important to a business, having them will not guarantee success.
- Only customer satisfaction will guarantee long-term survival of a business in today's competitive markets.
- We have to recognize first and foremost, that customers are what this business is all about.
- Our primary purpose as sales people is to create customers (or members). Membership growth will convert into profits.
- Customers are driven by their wants and needs, not ours.
- If our company has what they want - at the right time and price, - they'll usually sign up with us. When compared to our competitors, we have great financial benefits for a business (more on this later).
- A business survives only on its customers.

Therefore, it's very important to fully realise and understand, from our very first day in this business, that the constant, never-ending search for new prospects is paramount in our roles as sales professionals.

PROSPECTING IS THE KEY

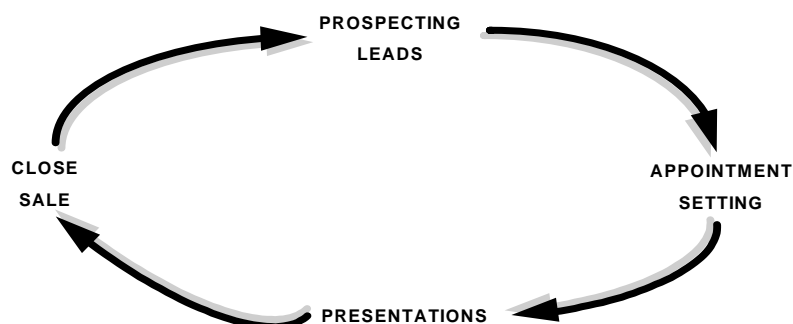


- For our business, nothing counts until a sale takes place. i.e. a member joins up.
- Before a sale can take place, you need to locate a prospect, someone who can and will buy membership within a reasonable time frame.
- You can excel at every point of the professional sales process, but unless you 'find someone to talk to' in the first place, your skills won't help one bit.
- As a sales professional in our business, you are primarily in the industry of new business development. Your ability to find new members determines your level of success (\$\$\$\$) and in many ways your standard of living.
- You owe it to yourself then, to become absolutely, unquestionably, the best you can be at prospecting, and this section in the manual will help you learn how.

Prospecting is a continuous exercise

Prospecting should not be a 'one-off' exercise, rather it is a continuous activity, one that is absolutely vital to the development of your new business. Prospecting is a major responsibility of all professional sales people and plays an integral part in their sales success.

THE CONTINUOUS PROSPECTING CYCLE...



REMEMBER... 'THIS WEEK'S PROSPECTS ARE NEXT WEEK'S SALES'

A sales professional's prime responsibility is to attain new members for the company. This can only be achieved through constant prospecting activity and persistence. In the initial stages of your career 25-50% of your time should be spent finding prospective customers. This can be reduced to 10-15% as your experience grows and you can obtain referrals from your signed up members.

The greater number of prospects you have, the more appointments you will make; the more appointments you have, the greater number of sales opportunities you will have.

Ongoing prospecting activity

IS THE KEY

to ongoing sales success

Prospecting criteria

To ensure the time you invest in prospecting is productive, and from a planning and time management aspect, your prospects should meet these criteria.

They must have...

- A Genuine need for our product
- The ability to pay for our product
- The authority to approve the expenditure
- A product or service that others members need

Prospecting material

There are two main styles of prospecting material available to you. Each one has been designed for a specific purpose. You may use them individually or combine them, dependent upon the circumstances and the business you are prospecting.

1. EMPIRE TRADE FLYER

- The Empire Trade flyer is a condensed and abbreviated look at our product. It contains a general overview of our company and product, including features and benefits.
- The flyer is ideal for cold call prospecting. Cold call prospecting is simply personally calling on prospects in your prospecting area, introducing yourself, our product and handing over an Empire flyer. (see cold call prospecting script below).
- By personally conducting cold call prospecting you immediately begin to build rapport with the prospect. This early rapport avoids the uncomfortable feeling sometimes experienced when you are making 'cold' phone appointments. i.e. ringing a prospect you have never met for an appointment, and replaces it with a warm, friendly phone call following up an earlier personal visit.

2. MAIL OUT / FAX OUT LITERATURE

- There are several examples of this lead sourcing literature available.
- This form of direct marketing is particularly useful to enable you to 'zero-in' on specific industries in specific areas. However, it is most important to ensure each mail-out is followed up within 5 days by a personal telephone call. The mail out acts as a 'teaser' or, 'door opener' - giving us something concrete to talk about when we phone the prospect.
- The follow-up call is imperative - our research shows that there is a 20 times greater chance of procuring an appointment by follow-up phone call, rather than just relying on the prospect to respond to us when he receives the flyer by mail or fax.

Cold call prospecting

When cold call prospecting, your primary mission is to set the scene for you to be able to get an appointment at a later date, so each cold call should not take any longer than 1,2 or 3 minutes. Should the prospect show genuine interest in the product by asking questions etc. ask them if they have 20 minutes to spare there and then, or make an appointment time with them for a later date.

Suggested cold call prospecting script

YOU: *(Enter prospect's premises smiling)* Hello, how are you today?

PROSPECT: Fine thanks.

YOU: That's good to hear, would you be the manager/owner?

PROSPECT: I certainly am.

YOU: Terrific, my name is _____, from a business called Empire Trade *(attempt handshake)*.

PROSPECT: *(shakes hands and introduces themselves)*

YOU: (Prospect's name), we're a network of small businesses which specialises in bringing more customers and profit to your business

PROSPECT: Oh yeah.|

YOU: I just thought I'd call in today and introduce myself and drop you off some general information about Empire Trade. *(hand over flyer with your name and phone number)*. Now I'll leave this with you and when you have a chance, please have a read, and I will give you a call later in the week, maybe on Thursday / Friday. If you have any questions like:

- How much does it cost?
- How does it work?
- What other businesses are involved?

I can bring out all that information and also show you which other people in the area are benefiting from Empire Trade.
(Prospect's name), may I have a business card or something with your phone number on it?

PROSPECT: Sure.

YOU: Okay, (prospect's name), I'll give you a call this Thursday / Friday. Thanks for your time. Have a nice day - bye.

As you can see, this is a low key, non-threatening approach – remember to smile and be friendly.

Sourcing prospecting leads

Shop-a-Dockets

All the businesses advertising on the back of supermarket dockets are trying to build awareness of their business to the local community. They are often spending many times our initial sign up fee for just a few weeks of campaigning on the dockets.

Referrals

A referral is worth 10 to 15 times a cold call. It is almost as good as a personal introduction. Each Empire Trade member/prospect is a prime source of high quality referrals if approached in a professional manner. After each presentation to a prospect (or member if you've signed them on), simply ask your client if it is possible to introduce you to or direct you towards any other business people who could benefit from Empire Trade. Do not ask them who do they know that would be interested in Empire Trade as this would place your client in a situation where they must judge other people's reaction to our product. Asking for referrals and acting on them swiftly will greatly increase the quality and quantity of your sales calls.

Cold Call Prospecting

Opposition Directories

Our opposition's directories are a good source of leads. Contact their members and simply ask them for the opportunity to present our product and give them the chance to compare our product with our opposition and judge the difference for themselves.

Direct Mail

One of the most proactive forms of specific industry prospecting is by direct mail. In association with your licensee, organise a direct mail campaign to the target industries, consisting of a brief introductory cover letter or Empire Trade flyer. The campaign is then followed up with a telephone call to secure the appointment.

Networking

Networking is simply meeting and creating an alliance with other business people with whom you can do business directly or indirectly via referrals. There are many organisations in each area that arrange functions on a regular basis expressly for promoting and fostering networking alliances.

Exhibition & Trade Shows

Visiting exhibitions and trade shows is the perfect way to accumulate a large number of prospecting leads in a short period of time. It also provides you with the opportunity to personally meet prospects and build networking alliances.

Voice Recorder

An extremely effective and time efficient method of prospecting is via the use of a dictaphone. Whilst driving around your prospecting area you will notice hundreds of potential clients so use the dictaphone to record all the relevant information.

Local & Daily Newspapers

Local and daily newspapers are full of potential clients who are aware of the advantages of local hard copy advertising to bring more customers into their store/site. Empire Trade can provide another way for them to increase their business - and its cheaper!

Local Letterbox Flyers

Letterbox flyers are a prime prospect lead source. These advertisers are potential clients who are trying to increase their customer base.

Discount Coupon Books

Some are free and delivered via direct mail or letterbox drop, others are sold over the phone. These books are a prime prospect lead source and are full of potential clients who use discounts/incentives to build their number of customers/sales.

Calendar Advertising

Many locally distributed calendars carry the advertisements of local businesses. These potential clients understand the value of advertising locally.

Phone Booth Advertising

Most telephone booths contain a framed map of the local area, and a list of emergency numbers. The map and list are bordered by business card size advertisements for local businesses. These advertisements are a great source of local leads.

Weekly TV Guide

Found in your Sunday papers they are full of prospects and great offer ideas. In some areas, a local version of the TV Guide can be found on the counter of local businesses and motels.

Cinema Advertising

Being localised, cinema advertising is a great source of local prospects. Each time you catch a movie make a note of the advertisers. As cinema advertisers normally sign a 12 month contract you won't have to do this often. There may also be a listing or business card display of cinema advertisers in the theatre foyer.

Local Radio

When out and about, your car radio can prove a great prospecting source. Don't forget to have your dictaphone handy to record valuable leads and ideas. Commercial radio is a good general lead source for us. Don't forget that many advertisers on radio, reach listeners who will potentially never be their clients, but are spending big dollars anyway. An Empire Trade membership will prove more cost effective than a radio campaign.

Local Television

One-third of all TV air time is devoted to advertisements. Whilst watching TV, take note of the advertisers or record the local late night / early morning commercials and morning shows that have infomercials as part of their format as these advertisers can be prime Empire Trade prospects.

Bulletin & Business Card Boards

Most supermarkets have bulletin and business card boards situated at the front entrance of their store, so whilst conducting prospecting in the area, check out the business card boards.

Display Stands in Hotel Foyers

These are normally stacked with promotional material for local tours, attractions, restaurant locality guides, maps and "What's On" booklets which are full of local advertising prospects.

Street Directories & Fold-Out Maps

Most street directories and fold-out maps carry local advertising which help offset the maps production cost; these advertisements are a good source of local prospects.

Chamber of Commerce & Tourism Authority

Contact your local Chamber of Commerce or Tourism Authority to obtain a list of local members and plan a direct mail campaign. Also request information on upcoming events, festivals and local business conditions. Remember, the Chamber of Commerce and the local Tourism Authority are there for basically the same reasons as Empire Trade, to help local businesses.

Outdoor Advertising

When out and about read and record all the advertisements on billboards, sports fields, chalkboards, buildings and A-frame signage, etc.

Local & National Magazines

Magazines are a great source of prospecting leads and offer ideas.

Local Service Directories

These are a local version of the yellow pages and are a great source of local leads. They are especially helpful when organising a direct mail campaign or researching local appointments.

The Value of Referrals

If you attend any sales seminar or read any of the multitude of sales books available today, there's one message that comes through loud and clear - successful, professional sales people continually utilise referrals as their main source of sales leads. Average or 'below par' sales people, constantly fail to, or forget to ask for referrals.

- Extensive surveys carried out across a broad spectrum of different industries shows that referrals generate around 85% of new business signings - more than double the next most successful means of signing new business.
- To re-iterate the importance and value of referrals, those sales professionals who consistently and unfailingly obtain referrals, usually have full appointment schedules. They don't need to revert to sourcing leads from phone books or newspapers.
- Of course they still make sure they keep up to date on new business openings, shopping centre developments etc. by perusing newspapers and cold calling whilst in a specific area.
- What's the true value of a referral?
Primarily it's the credibility and trust the referrer has with the new prospect. When we phone the new prospect, we're not just an unknown voice on the phone - we effectively 'ride on the back of' the relationship and the credibility the referrer has with the prospect.
- Obtaining referrals is an excellent source of new business. Talk to the top sales people in many organisations and they'll assure you they ask for referrals every time.

Suggestions on how to gain referrals

1. Ask all prospects even if they say "no" and don't sign up.
2. Create the habit of asking prospects / clients for referrals - if we do this for 30 days consistently it becomes a "habit" and we'll do it as "second nature".
3. Practice the right questions to ask (there is a right and a wrong way to ask for referrals) (more later).

Appointment Setting

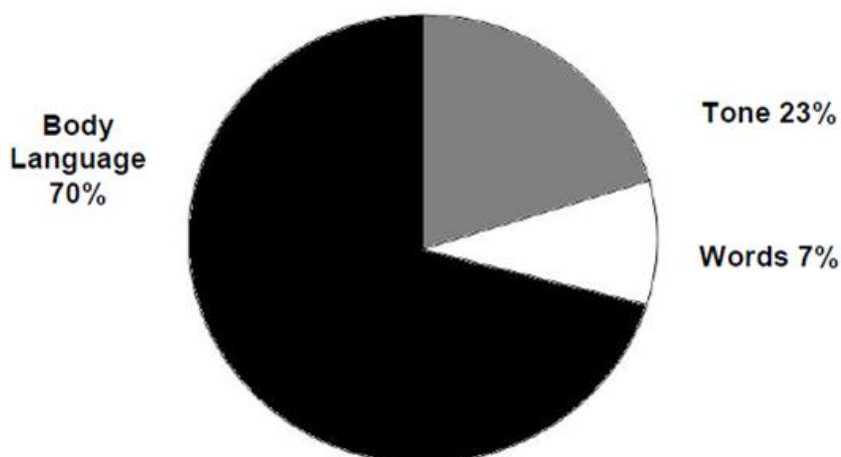
- i. Communication**
- ii. Making the phone appointment**
- iii. Appointment setting scripts**
- iv. Handling objections**

Communication

Some points to remember, in face to face communication, there are 3 elements at work:

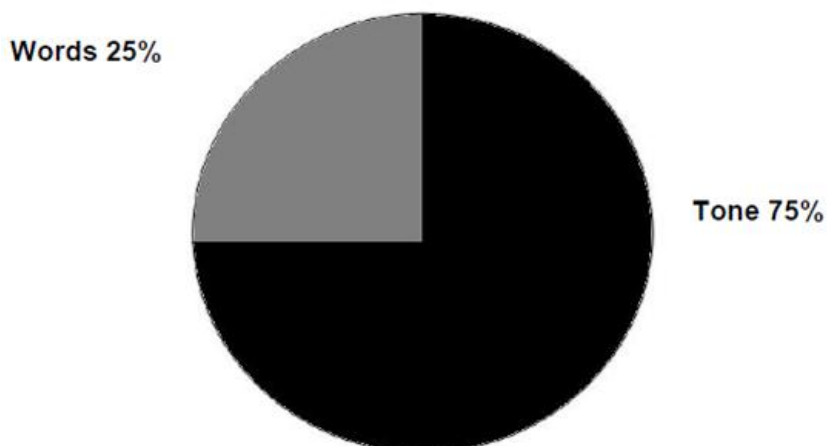
- Our words
- Our tone of voice
- Our gestures (body language)

FACE TO FACE COMMUNICATION



It's interesting to note that body language and tone make up 93% of how we communicate. Our actual words only 7%. When using the telephone, we lose all of the body language component 70%! This leaves us with only words and tone, of which tone is most important.

TELEPHONE COMMUNICATION



Again, the actual words we say, are not nearly as important as the tone of voice we use to convey them. Think about that for a moment - we've all called different companies who answer the phone all using pretty much the same words every time.

Isn't it easy to tell whether the receptionist is happy, sad, bored, tired or 'just doing the job'- it all comes across in the tone of your voice.

Some tips on telephone techniques

Although all the visual input of body language is lost when you're on the phone, there are several things you can do to help compensate for it.

1. **SMILE**

Smile as you dial – as strange as it may seem, every book written on telephone technique uses this phrase. Why? Because it's essential! It's the most effective method around. It sounds corny, but the smile makes a tremendous difference in the way you project yourself to your prospect or customer.

We forget to smile, because there's no one smiling back at us. We forget, because our mind is still stuck on the last call, which may have left us little to smile about!

2. **SLOW DOWN**

We speak at about 130 - 140 words per minute in face-to-face conversation (some even faster), but we need to slow this down to about 100 words per minute on the phone. Why? We need to consider the loss of our major communication component, the visuals - the body language - the non-verbal communication.

In a face-to-face situation our words contribute roughly only 7% of the total communication, so if all isn't heard, it's not such a big problem. On the phone, the figure is up to 25%, so we've got to ensure our words are heard crisply and clearly.

Slowing down helps in this regard. The first 20 seconds is usually important, whether you are calling or answering the phone. If you run your whole opening sentence together, the listener finds it difficult to decipher just what you're saying. Remember, you may make a hundred calls a day, but your listener hears your message only once! Don't rush.

3. **BREATHE**

2 or 3 long slow breaths will do wonders. It'll relax you so you can deal with the call more calmly. Breaths also stimulate oxygen flow to the brain, making you more alert and thinking clearer.

4. **DON'T EAT, CHEW OR DRINK**

Don't believe that because you cannot be seen, you cannot be heard. The person on the other end can hear the chews or even the 'slurping' if you're drinking.

5. **AVOID JARGON**

We have our own jargon in Empire Trade - a lot of "outsiders" don't understand it. We need to explain our product more fully if the listener is to understand what we're saying. Some terms that are internal jargons are: Trade, Trade Dollar, Cash Convert or Trade Exchange, just to name a few.

6. **SIT UP STRAIGHT**

This is not as silly as you first think. We sometimes tend to slouch in our chair, and as we do, our tone of voice changes. It's almost impossible to sound lethargic when you're sitting up straight and tall. Also, be careful not to have your hand near your face or chin, as this can distort your voice.

7. **BEWARE OF MONOTONE**

Add colour to your voice. There's nothing more off-putting than a monotonous sounding voice. Learn to develop how to convey enthusiasm and confidence in your voice - it will help to not only attract but retain the listeners' attention.

Making the phone appointment

The most important sale you make, is the first sale.

Selling the appointment

- We need a face-to-face meeting with our prospect if we are to 'get a sale'.
- Telephone appointment making skills are therefore vital to our on going success.
- The number one rule here is to remember that the purpose of the call is NOT to make a sale, but to acquire an appointment. All we're asking for is 15 - 20 minutes of his (the prospect's) time.
- Therefore, our approach needs to be in line with this objective - it's important we do not get 'sucked into' a selling situation on the phone. For example: how much does it cost? How does it work? How many businesses? etc.
- We need to bear in mind that every day our prospects are being bombarded with sales reps from all different industries trying to 'flog them something'. They are therefore, fairly adept at fobbing off, or 'closing out' sales approaches on the phone.
- Our phone call needs to be different - and we start with the mind set that all we are seeking is, "just 20 minutes of your time" (for a face to face meeting).

There are 3 possible scenarios for our phone call:

1. As a follow-up from a door to door prospecting cold call.
2. As a follow-up of a referral supplied by another client or prospect.
3. A "cold" phone call where we have had no prior contact (e.g. we've sourced the lead from a newspaper ad, yellow page listing etc.).

By far our greatest success in achieving an appointment will result from the referred lead - we are riding on the back of the referrer's credibility and relationship with the prospect - we have almost a 10 out of 10 chance of getting the appointment.

The next "best-bet" is as a follow-up from our cold calling - if we've left a flyer, wished the prospect a nice day as we left his store smiling, then, when we phone, we're not a total stranger to him. If on our face-to-face cold call, we were non-threatening, non-pushy, then when we re-introduce ourselves on the phone a couple of days later, whilst the prospect may not remember exactly what we look like, he can recall a positive, friendly, non-threatening image. This is also a great help to kick off our request for a face to face meeting, in a positive way.

- Remember, referrals are gold! They are proven to be the most effective means to get the appointment and gain a sale.

Appointment setting scripts

The most important information to convey when telephone appointment setting is the old WHO, WHAT, WHY, WHERE and WHEN.

WHO you are and the company you represent.

WHAT does your company do.

WHY should your prospect meet with you (what's in it for them).

WHERE should the meeting be held.

WHEN should the meeting take place

Question: How do you ensure you...

- Cover all the relevant information listed above without forgetting anything.
- Gain the prospect's attention within the all important first 30 seconds.
- Secure the appointment without selling the product and using pressure tactics.
- Get your client to record the appointment in their diary and confirm all the details, all within 3 minutes?

Answer: Know what you are going to say and how you are going to say it before you pick up the phone.

The most effective way to achieve this is to use an appointment setting script. Two appointment setting scripts have been provided on the following pages for you to use as a guide until you have the experience to personally formalise your own.

To avoid sounding unnatural it is important not to read the script over the phone, you need to practice it until you feel comfortable with it and it becomes second nature. An appointment setting script is simply a guide and should be viewed as a safety net in case you stumble.

Sample appointment making script – no. 1

As a follow-up to physical cold call prospecting

YOU: Hello, may I speak with (prospect's name) please.

PROSPECT: It's (prospect's name) speaking, how may I help you?

YOU: (Prospect's name), it's _____ calling from Empire Trade, I called in and introduced myself earlier in the week and left you with one of our flyers.

PROSPECT: Oh yes, how are you?

YOU: I'm fine thanks (prospect's name), I assume you've had a look at our leaflet and you probably have a couple of questions like

- How much does it cost?
- What are the specific benefits to you?
- How does it work?

So what I'd like to do is drop over and show you how the Empire Trade system works and how it's increasing sales of other business just like yours.

If you like what you see, terrific, you might be able to use us, if not, that's ok too. At least you'll get to know about how a Empire Trade operates. (Prospect's name), I'll be back in (suburb) next (day/week), would morning or afternoon suit you best?

PROSPECT: Morning.

YOU: Is 10am fine with you, or would 11:30am suit you better?

PROSPECT: 10am would be fine.

YOU: Great! Now I'll just check my diary, Monday is the 17th isn't it?

PROSPECT: Yes it is.

YOU: OK, I'll just make a note of our meeting in my diary. Now (prospect's name), is there anybody else that needs to be present at the meeting, so I can arrange a copy of all relevant details for them also?

IF NO - okay that's fine.

IF YES - okay, I'll arrange a copy of the information for them. Could I ask you their name and position in your company (take appropriate notation).

YOU: Well, (prospect's name) I look forward to meeting with you (and _____) on Monday the 17th at 10am. I'd like to leave my phone number with you just in case something comes up and you can't see me, I'd appreciate you giving me a call. (*give phone number and confirm once again your name and time/date of appt*). Thanks for that, I look forward to seeing you on Monday. Bye.

Sample appointment making script – no. 2

A “cold” telephone call, where you’ve had no previous contact with the prospect

- PROSPECT: Good afternoon Bayside Bistro, Maria speaking.
- YOU: Hello, how are you today.
- PROSPECT: I'm well thank you.
- YOU: That's good to hear. Maria, may I speak with the manager/owner please?
- PROSPECT: That's me! I run the place.
- YOU: Terrific! Maria, my name is _____ from Empire Trade. We're a network of businesses which work together to increase their sales and profits.
- PROSPECT: Oh Yeah.
- YOU: Maria, we have many businesses similar in size to yours in our Empire network, and what I'd like the opportunity to do is drop in for 20 minutes or so, and show you how Empire works so well for those businesses and how they've greatly increased their sales. If you like what you see, terrific, you might be able to use us, if not, that's ok too, at least you'll know what we do for future reference.
- Maria, is Monday convenient or would Tuesday suit you better?
- PROSPECT: Monday, I guess.
- YOU: Morning or afternoon?
- PROSPECT: Morning.
- YOU: Is 10am fine with you, or would 11:30am suit you better?
- PROSPECT: 10am would be fine.
- YOU: Great! Now I'll just check my diary. Monday is the 17th isn't it?
- PROSPECT: Yes it is.
- YOU: OK I'll just make a note of our appointment in my diary. Now, Maria, is there anybody else that needs to be present at the meeting, if so that I can arrange a copy of all the relevant details for them also?
- PROSPECT: IF NO - okay that's fine.
IF YES - okay, I'll arrange a copy of the information for them, could I ask you their name and position in the company. (Make appropriate notation).
- YOU: Well Maria I'm looking forward to meeting with you (and ?) on Monday 17th at 10am. I'll see you then, thanks for your time, bye.

Handling objections

Wouldn't it be great if everyone we contacted jumped at the opportunity to buy straight away? Nice, but not very realistic. Resistance or objections, are a normal and natural part of the selling / buying process. Sometimes, the prospect just wants us to get off the phone. Prospects can get annoyed at the frequency of callers trying to sell them something (that often they are not the least bit interested in).

One of the best and most proven ways to handle objections is **the 3F method**. This method shows empathy with the prospect, by agreeing with him (almost).

3F stands for the words, FEEL, FELT and FOUND. Simply it goes like this...

- If the prospect says, "not interested" or, "already in an exchange", or "nah! It's not for us" etc. we can respond like this...
 - George, I understand how you could feel like that...
 - Most of my clients felt that way when I first contacted them...
 - However, after they had the chance to see and hear how Empire Trade works, they found it to be very beneficial way for them to...**or** they found the benefits really outweighed their concerns.
- Once you've reached this stage, it's important to immediately continue on and try to 'close' the appointment time. It could be something like this...
 - So George, I'll be in your vicinity ____ (suburb) talking with another business next Tuesday - would afternoon or morning suit you best for a brief 20 minute get together? Morning? Fine, would you prefer 9:30 or 11:00am?

You will find that the 3F method can be used in most circumstances to handle a prospect's objection. Using an actual, active, ongoing client's story can be even more powerful.

For example: "George, I understand how you could feel like that. Most of my clients felt that way when I first contacted them - a good customer of mine, Fred Nerk at Bayside Bistro "just didn't want to know" - but after he had the chance to hear and understand how Empire worked, he gave it a trial - he found the lift in sales he gained was just what his business needed - (or the reduction in fees; or part cash, part trade) was a real boost to him. So George, I'll be in...etc."

The Appointment

- i. Introduction**
- ii. The sales interview**
- iii. Questions**
- iv. Finding the need**
- v. Satisfying the need**
- vi. The order**

Introduction

Everything we've done up till now, the prospecting, the appointment making phone call, the research, the preparation, all leads to setting up our face-to-face encounter with our prospect.

From this point on, everything counts.

- We need to remember that the sale is often made, or lost, in the first 30 seconds. The moment your prospect meets with you, you make an indelible impression.
- The subconscious mind functions as fast as 30,000 times the speed of our conscious mind. It can absorb an entire series of sense impressions - sight, sound, smell, touch etc. and blends them into our instantaneous gut reaction about the person in front of us for the first time.
- Because of this, your prospect forms a judgment about you in around 4-5 seconds, and they confirm / modify it as soon as you open your mouth to speak. The initial impression you give them, influences everything they do or say in their subsequent interactions with you.
- Yes, first impressions DO count - and it's important you create a positive, professional impression from the very first eye contact.
- An integral part of the overall requirement of the sales profession is to plan, organise, prepare and practice our appointment skills to the point where we can be absolutely confident that if there is a sale to be made, we'll make it.

Just to recap...

To sell successfully we must do four things over and over;

1. We have to find people who are capable of buying our product.
2. We have to search for / identify the prospect's needs that Empire membership can satisfy.
3. We have to then demonstrate (prove) to our prospect that Empire is the 'best choice' to meet his needs and that it makes economic sense for him to buy.
4. We need to gain acceptance / commitment from him to take action (to buy / close the sale).

Thousands of books, seminars and tutorials have been produced on the "art of selling". Every single one of them aims at helping people become better performers in the four areas noted above.

The sales interview

The opening 5 minutes - “warm-up” / introduction

We’re now in our prospect’s place of business - don’t forget that first impressions count. Our opening has to be warm, friendly and courteous, for example...

- “Thanks for seeing me”
- “Very nice to meet you” or,
- “Thanks for the time you’ve allowed to see me” etc.

These are all conversation starters; normal, friendly, low-key greeting, usual pleasantries and business courtesies etc. **We set the scene...professional, relaxed, confident and non-threatening.**

The first 60 seconds is very important - you’ll never have another chance to make a “first impression”. Once we’re then settled and the introduction phase is over and done with, we need to swing into business. It might go something like this...

YOU: “George, as I mentioned on the phone, today’s meeting is all about getting to learn a bit about one another’s business. It should take only 20 minutes or so. At the end of that time we may find there is a ‘match’ between what we provide and the benefits your business can gain from it. If so, great!

YOU: “If not, well there’s no harm done - we’ll have had an interesting conversation and exchange of ideas and we’ll just move on!”

YOU: “So George, once again, thanks for seeing me, and just to get the ball rolling, do you mind if I ask you a few questions? This will help me to understand how you operate, where your customers come from and when you experience your busy and quiet times”

PROSPECT: “No, that’s okay, go ahead”

YOU: “Thanks George”.

Please Note: The above sample dialogue needs to be put into your own words - so that it’s conversational, natural to you and in your own free flowing style.

Additionally, there are several key points covered in this opening preamble.

- Getting to know about each others business
- Only 20 mins or so
- Permission to ask questions
- Could be a match, if not, no harm done
- Polite, courteous, professional and “not there to flog them something”

Questions

We need to remember that for a prospect to buy...

1. The need must be great enough.
2. Our product must be a good/logical option.
3. Our prospect has to be convinced that he'll be substantially better off (benefit) if he makes this purchase decision, than he would be if he did not.

Before we get to the stage of presenting our product, it has to be reasonably clear to the prospect that there's a distance between, where he is without our product, and where he could be with our product.

Our task in learning about his business is to identify those areas of need (which we can focus on later in our appointment).

So, questions really are the keys to buying success. Questions are important at the beginning, to...

- Uncover needs, and they're important at the end to...
- Gain commitment to action (to buy).

An important rule is "**selling is not telling**". Remember, the average person speaks at around 125-150 words per minute, but thinks at 500-600 words per minute. When you're talking, the prospect can both listen to you and think of several (possibly unrelated) things at the same time. The more you talk, the more time the prospect has to think of objections, criticisms, doubts, fears, difficulties etc.

But, the moment you ask a question and wait quietly for the answer, the prospect's attention is on you. And that's what we need. His undivided attention at this point.

- One powerful principle in selling is that listening builds trust. When you ask questions, you get an opportunity to listen. And the more you listen, the more the prospect relaxes, begins to trust (and even like you) and the more open he becomes to listening to you in return and considering your product seriously.
- Just as a doctor must first examine a patient, ask about symptoms etc. before diagnosing and prescribing medication, the consultative salesperson begins with a careful assessment of the prospect. **Questions are the way to achieve this.**
- Also, another reason why questions are so helpful is "buyer involvement". It has been proven that people make changes when their dissatisfaction level is higher than their satisfaction level with whatever they're doing. By getting our prospect (buyer) involved, we start to reduce their resistance to change, and to start to think that what they are presently doing, no longer works as well as they like, or that their present situation is not as good as they'd like.

Some preliminary tips on mastering the art of questioning are...

- Keep your questions open ended (more on this shortly). Instead of asking questions which can be answered with a simple "yes" or "no," ask ones that encourage the prospect to elaborate or give explanation. This allows for involvement or participation. They often volunteer additional information when given scope to answer.
- Avoid leading or manipulative questions. Buyers see them coming a mile away and resist them. They also build defensiveness and we begin to lose credibility and trust.

- Ask questions in a non-threatening manner. Speak conversationally as you would to a friend at their kitchen table.
- Think about, plan and practice your questions. As you do this, you need to consider the primary task of a consultative seller, is to be able to uncover what will be of benefit to the prospect.
- In addition to asking general questions about his/her business, we should probe about their customers, competition, decision making process, how he/she is promoting to get more customers now etc.

Question Time

A few points on questions before we start on the actual technique. There are two basic types of questions

- Open question and;
- Closed questions.

Open questions

Open questions are those that elicit a lengthy response - they can't usually be answered by a simple "YES" or "NO". The aim of our questioning is to try and get our prospect talking willingly and freely about his business.

- Open questions are the way.
- Open questions usually start with, what, why, when, who, where and how. For example...
 - Please tell me about how...
 - Please explain to me why...
 - Give me an idea when...
 - Please elaborate on who...
 - Help me understand what...

Closed questions

In comparison, closed questions can often be answered with one word.

- They usually start with a verb like, did you, could you, will you, have you, can I etc.
- We normally use closed questions to obtain clarification or commitment. For example...
 - Is that correct?
 - Are you the sole decision maker?
 - Does this make sense so far?

Finding the need

Learning about the prospects business

The aim here is to find out as much information as we can so as to determine what specific needs he/she has. These are the 'hooks' we need later when we 'nominate'.

Some example questions are:

- Tell me George, just why did you agree to see me today?
- Are you already in a trade exchange? (*If the answer is 'yes', then...*)
- How do you find them? Is it working okay for you?
- Have you been caught with any 'old' trade exchange dollars?
- When are your busy times and your quiet times?
- How do you handle these quiet times?
- What plans do you have for your business?
- How do you advertise now? How much does it cost?
- Do you operate an overdraft with your bank?
- What are the two things you'd like to see happen in your business?
- If you had a magic wand, what would you like to change in your business? Why is that?

As you can see, the above sample questions can and will gather a lot of useful information from the prospect. In general, we have to remember that for many small business people, their whole life revolves around their business. It's one of, if not the, most important thing in their life. They like to talk about it, and our job is to encourage them to do so.

We do this by 'teasing out' their answers to our open questions, by asking further, more prompting questions, for example...

- What do you mean by that George?
- If that happens, what would be the result?
- Why is that important to you?

We can also ask for feed back...

- George, a moment ago you said "I don't know why I stay with my current exchange", can you explain what you mean by this for me please?" **OR**
- George, you just mentioned "I'm frustrated with my business at the moment". Would you tell me what it is that's causing that?

We can't move on to the next section without covering another important skill we need to be a successful sales professional – and that's the skill of LISTENING.

- Asking questions is futile, unless we listen to the answers. Remember, the prospect's tone of voice and body language will convey a great part of his message - we need to be aware of these two aspects of communication, as they often indicate the real points of issue or importance for the prospect.
- Whenever you listen very attentively, you'll notice that the person to whom you're listening will usually become more expressive.
- Learn to become an active listener, nod your head, use words / phrases like "yes, I see" or "I understand" or "very interesting, please go on" etc.
- An important rule is "don't interrupt".
- A tendency many of us have, is to sit there with our 'answers running' - just waiting for a pause in the communication so we can jump in. This is a dangerous practice!
- This tends to convey to the person speaking, that 'what I have to say is more important than what you're saying'.
- The more courteous we are in listening, the greater our chance of success.
- Listening is critical to being a good communicator, and being an effective communicator is the key to building good relationships.

Satisfying the need

Our explanation of who we are, and what we can do for him/her

By now we will already know whether our prospect understands what a trade exchange is and comprehends barter, or whether he needs 'education'.

Firstly, let's look at a quick and easy way to enable a 'virgin' to get a simplistic yet easily grasped understanding.

- The ideal way to do this is actually sitting in front of the prospect and drawing explanatory diagrams. By doing this, he is 'with you' all the way, not only does he hear your words but by physically drawing the diagram he is watching intently and absorbing the information more easily because he is using his sense of sight as well as hearing.
- We need to also understand that people only recall 13% of what they hear, but 87% of what they see. Also, as we're drawing the diagrams, it's almost as if they are drawing them with us. There's an old saying in teaching / coaching 'what one does, one understands'. Therefore, learning to draw/use these diagrams is a very powerful way in getting people to understand the basic concept of barter.

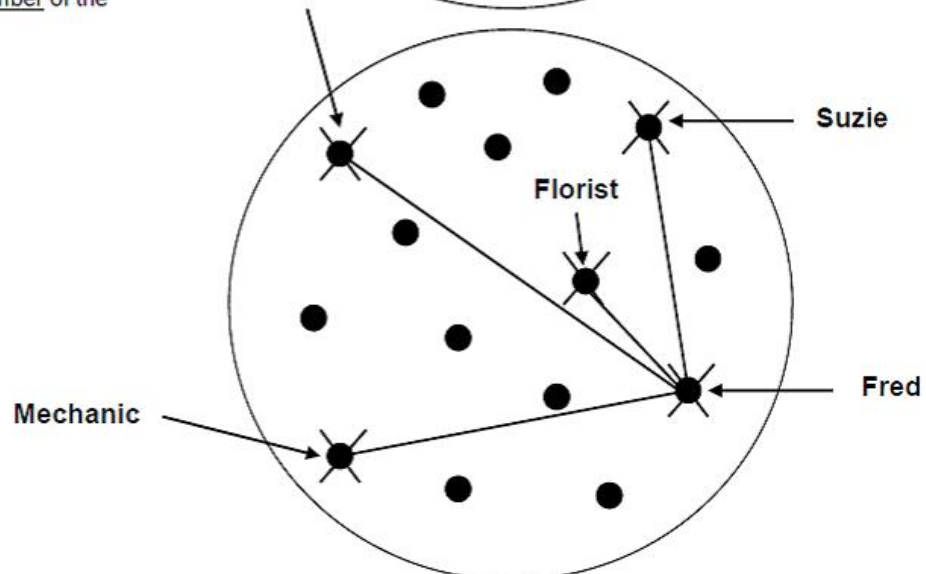
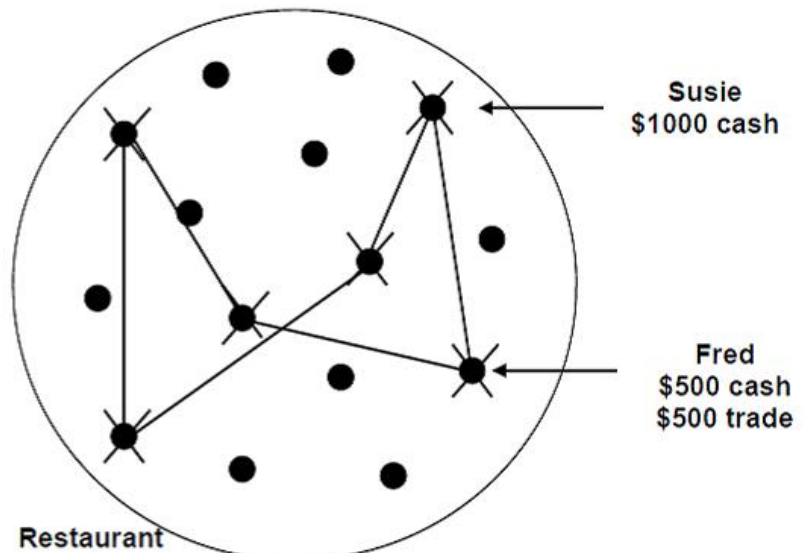
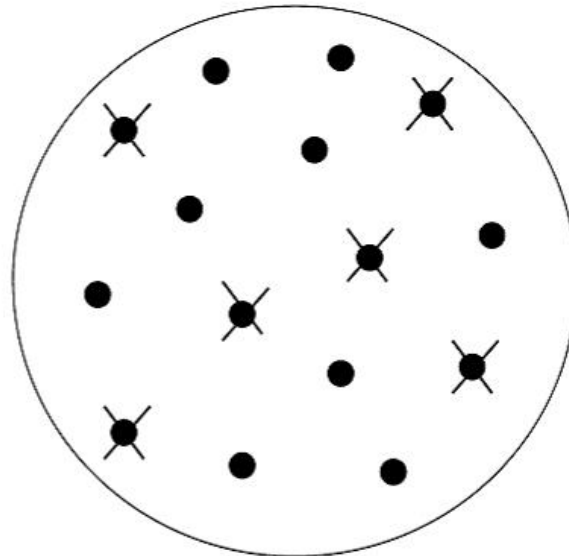
The first drawing is a circle representing 'the market place' (see diagram on page 41)

Try doing this now in your note book, following the sequence listed.

We then move on to explaining what a trade exchange will do for him.

We use another simple diagram for this (see diagram on page 42, 43 and 44).

1. Draw circle to represent marketplace
2. Insert dots to represent business
3. Change some of the dots to "x's" to denote businesses in Empire Trade Exchange.
4. Join some of the "x's" to indicate how these businesses buy and sell to one another using Trade dollars instead of cash
5. Indicate Suzie who is paying her non Empire Trade accountant \$1,000 cash pa to "do her tax"
6. She then locates Fred, an Empire Trade accountant who will do it for \$1,000 - but \$500 cash and \$500 trade
7. Suzie has conserved \$500 cash in her ANZ bank account to use on other cash only expenses, and;
8. Fred now has a new client he would not have gained if he wasn't in Empire Trade Exchange
9. Indicate how Fred can use his \$500 trade with any other member of the Empire Trade network
E.g. \$80 to a florist
\$200 to a mechanic
\$150 to a restaurant



1. Extra Sales

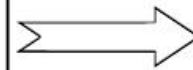
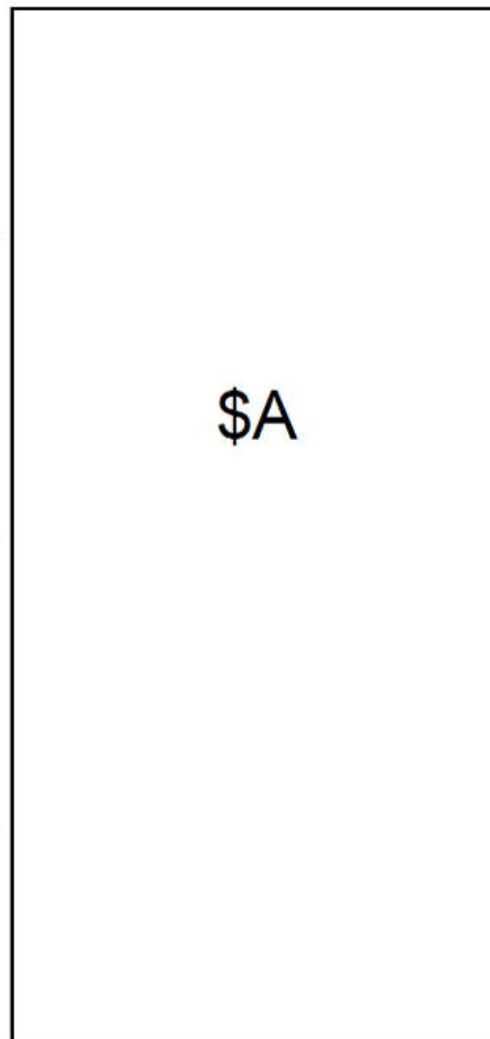
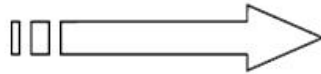
2. Conserve Cash

Your Business Now

1. Draw a rectangle
2. On LHS draw arrows denoting sales coming in (\$A)
3. On RHS draw arrows denoting expenses going out
N.B. Make sure you put trade type categories at the top and non trade type expenses at the bottom



Sales



Printing



Mechanic



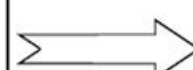
Sign writing



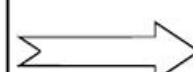
Wages



Electricity

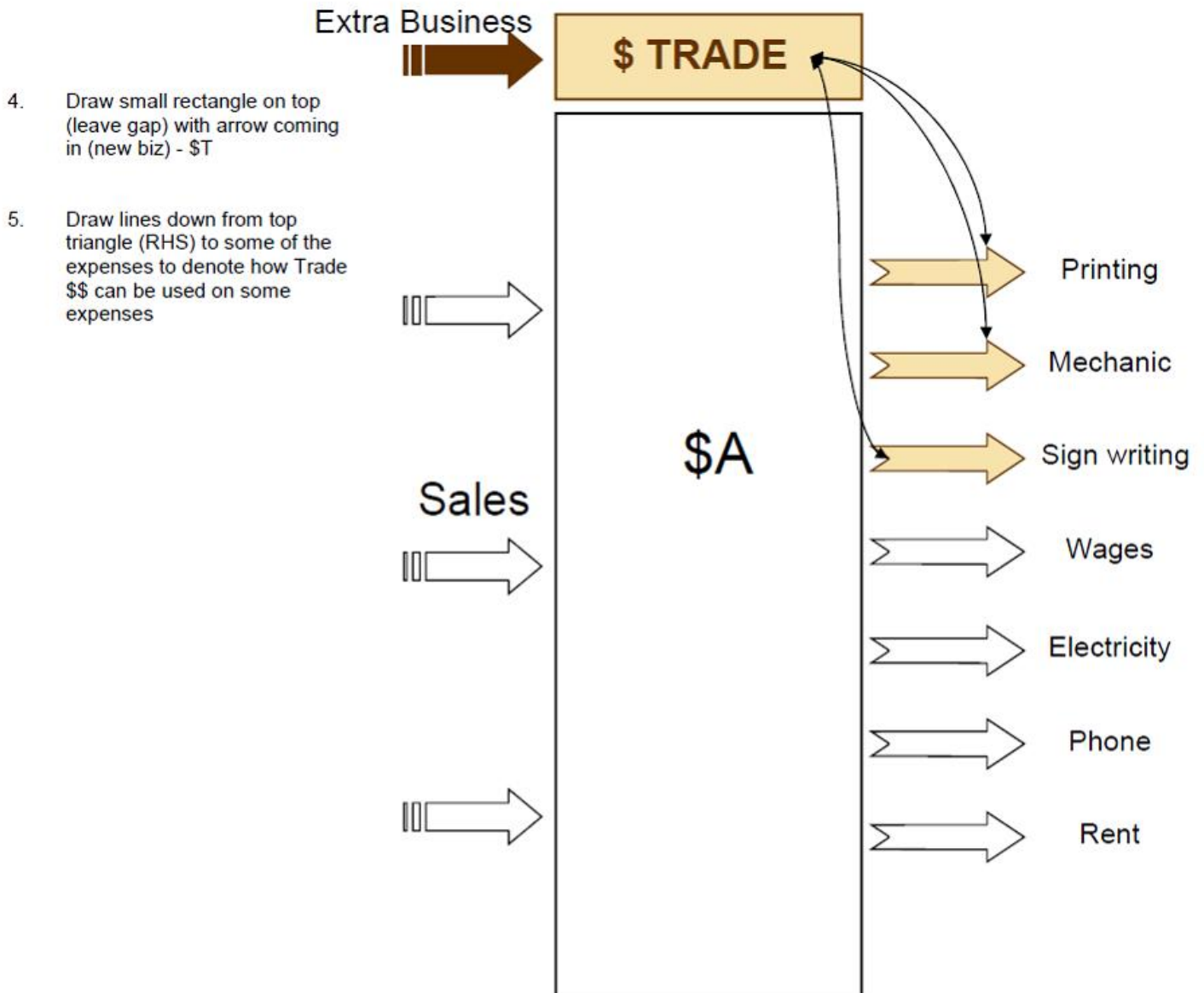


Phone

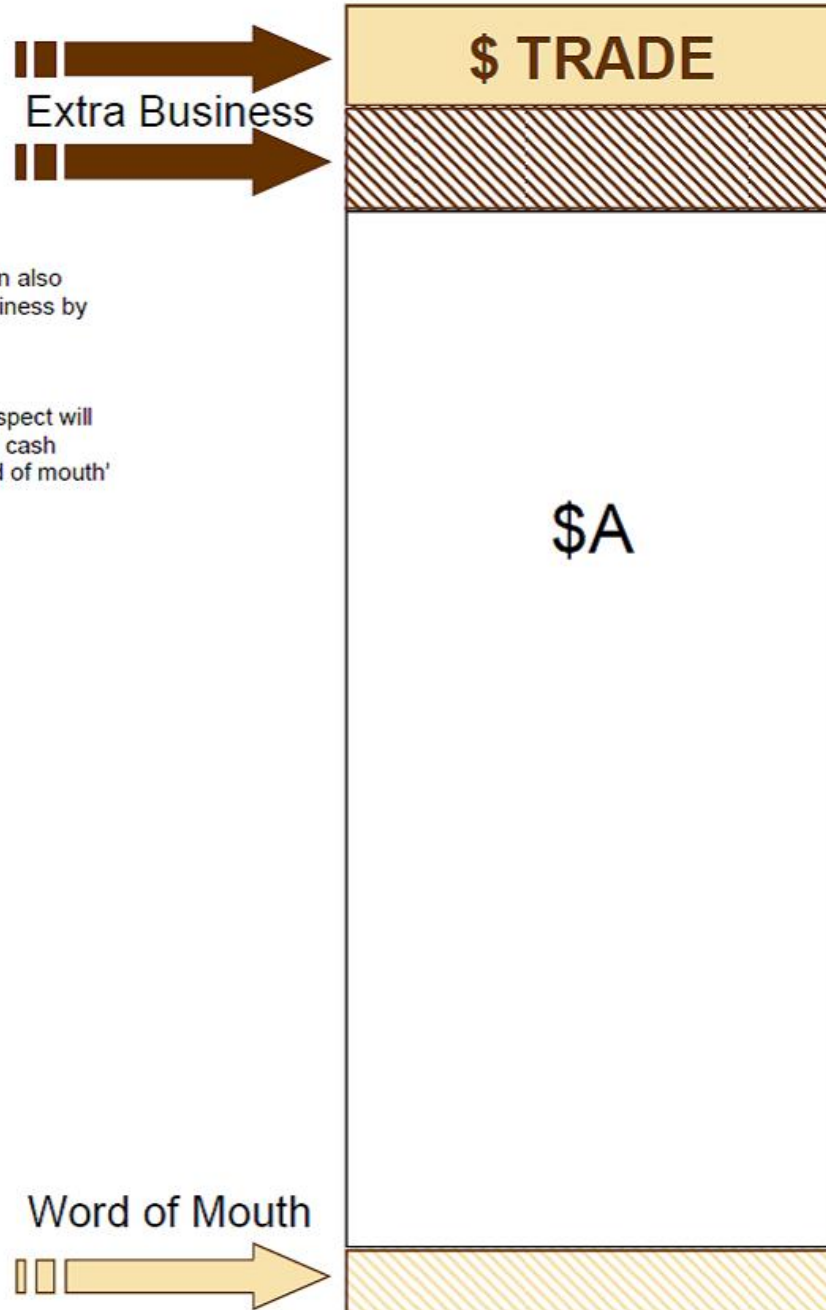


Rent

Your Business with Trade



Business Advantages / Extras



6. Note: show how we can also provide extra cash business by shading in the "gap"
7. We also know that prospect will attract some additional cash business through 'word of mouth'

Let's now look at how to approach a prospect who is already in a trade exchange and who therefore has an understanding of how the barter system works. The best way is to show the direct financial benefit (saving) of our fee structure. This comparison table 'does the trick'.

Trade Comparison

Exchange Name	Joining Fee	Monthly/Annual Fees	Transaction Fees	Trading Policy
Bartercard	\$995.00 min	\$30 cash / month and \$16 trade / month	6.05% cash + 1.1% trade on sell 6.05% cash + 1.1% trade on buy Total = 14.3%	100% trade
BBX	\$895.00	\$200 cash / year and \$200 trade / year	12% cash and 2.2% trade on sell Total = 14.2%	100% trade
Empire Trade	\$495.00	\$11 cash / month	NO FEE ON SALES Only 4.95% on buy Total 4.95%	Part cash, part trade

As you can see there are tremendous cost savings for a trader in the Empire Trade system as compared to our main competitors.

You need to be aware that often there is great resentment in members of these other exchanges regarding what they consider to be exorbitant fees...we can capitalise on that (and we do - everyday!)

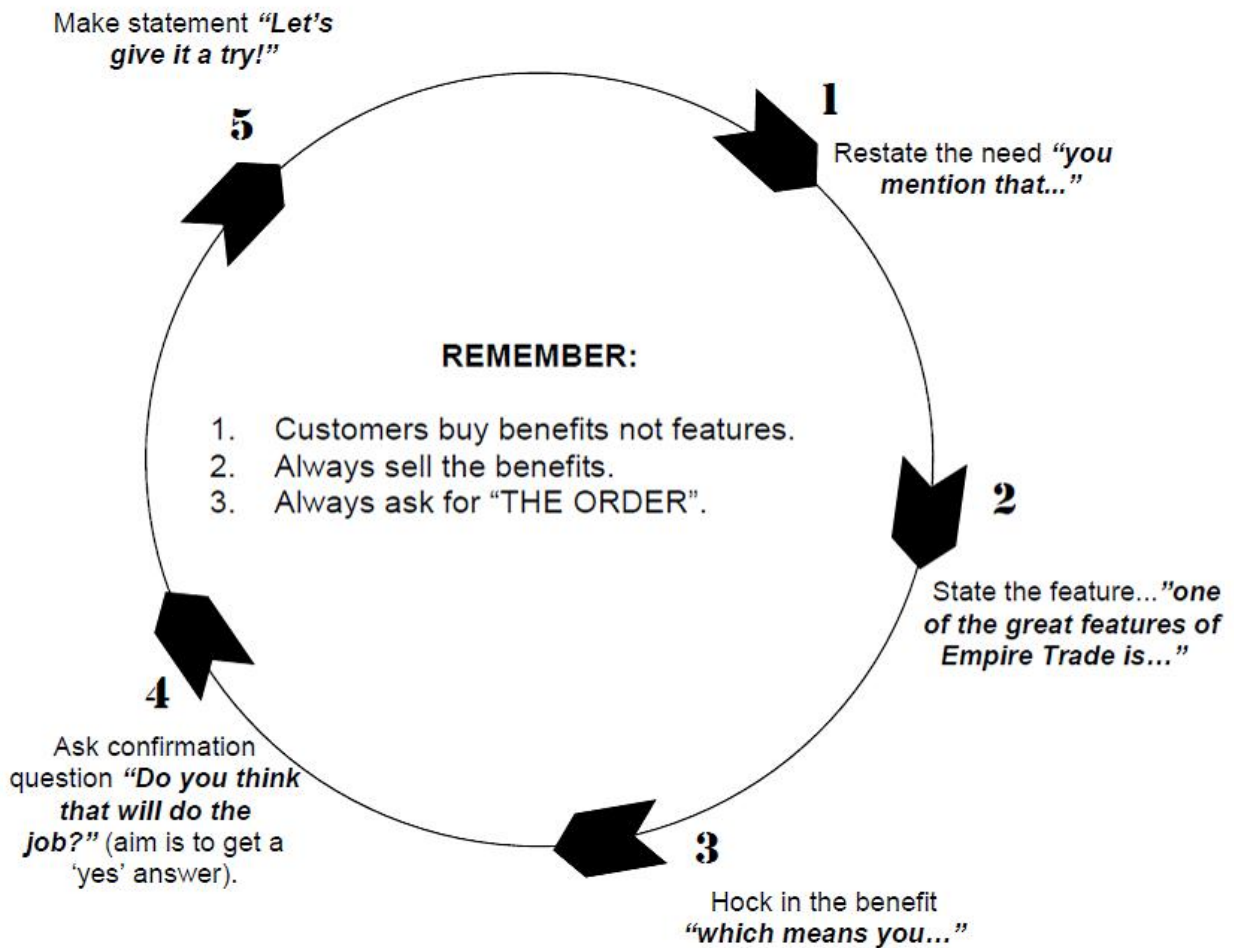
Also, you will find that some traders in these other exchanges are "breaking their trading rules" by selling part cash/part trade instead of 100% trade. If they tell us that's what they're doing, we can say, "terrific! you can keep doing that with Empire, but at one third of the cost to you! (and THAT makes them sit up and pay attention).

Now that it's our turn - everything we say, has to be benefit driven. This is 100% customer focused time. We only mention an Empire feature so as to attach a benefit to it!

The order

We now refer to the “wheel” illustrated below. There are 5 steps:

1. Restate the need.
2. Mention the relevant Empire feature.
3. Hook immediately to the benefit gain (“which means you...”).
4. Ask confirming (closed) question.
5. Ask for acceptance (close the sale).



Lets look at some examples...

Step 1. Restate the need e.g.

- "George, when you said,..." or "George, you mentioned that,..."

Step 2. Mention the relevant feature of Empire e.g.

- "One feature of the Empire system is..." or
- "One of the main characteristics of Empire is..." or
- "A great strength of Empire is..." or
- "A real power of our Empire formula is..."

Step 3. Make the benefit statement e.g.

- "Which means that..." or
- "Which will enable you to..." or
- "Resulting in..." or
- "Which will provide..."

Step 4. Ask confirming question e.g.

- "Do you think that will do the job?" or
- "That will help you achieve _____ don't you think?" or
- "Don't you agree that will help you to...?"

N.B. The objective of the above questions is for us to receive a 'YES' answer - as soon as we do we move on immediately to step 5

Step 5. Gain commitment / acceptance e.g.

- "Well George, lets get it underway" or
- "George, lets get the paperwork under way" or
- "I agree. Let's now look at the categories and wording we'll use to advertise your business in our Empire directory. Here's what I recommend..."

Don't forget that the prospect may only have one or two, (or possibly three) "hot buttons" or important needs.

Please note that at the end of every benefit statement, we ask a closed question. (Good choice of term 'closed', because if the prospect answers in the affirmative, its our chance to 'close' the sale).

When it comes time to 'close' the sale a simple assumptive question/statement will do the job very easily, and it can be done in a very low key way. **Following are some examples:**

- "How about we...?"
- "Well, let's get the paperwork underway..."

- “Let’s give it a go shall we?”
- “Let’s look at the best categories to list you under. Do you have a preference between ____ and ____? I recommend...”
- “I think we agree that...”

Note, the use of the word WE. It denotes or implies partnership - “we’re in this together” sort of thing. He/she is not alone - this is a joint venture exercise. Please don’t overlook or play down the power of this implication at this critical point of the interview.

Planning

- i. The importance of goals**
- ii. Smart goals**
- iii. Benefits of Empire membership**
- iv. Some more suggested telemarketing scripts**

The importance of goals

Before we move into the topic of planning, it's essential we cover goals and goal-setting first. We need to understand that before we can plan any activities or course of action, we need to have already established our goals - what we want to achieve, and when we want to achieve it. Then, and only then, can we commence planning the specific actions and steps we need to take to achieve those goals.

IF WE DON'T HAVE GOALS, WE WON'T GO FORWARD

- Goals are the answer to self-achievement and self-improvement. Goals shape our lives, they decide the course of our destiny, they are our expectations.
- Goals concentrate our energy, give us direction and create purpose in our every day life.
- We're involved with goals from the day we were born. Many of them were given to us by our parents and others. When we were small, our parents told us what to do - they set 'mini-goals' for us. For example, stand up straight, have a hair cut, be early, gain weight / lose weight, eat the right food, study hard, mix with the right people etc.
- As we develop, we've taken on hundreds of goals, mostly simple routine, uncomplicated goals that don't stretch the imagination, or our ability, or do very much at all in our life.
- In many ways, we can have too many goals, and not enough direction. What we need to do is identify goals that are really important and meaningful to us.
- We then give them priorities and go after them with all our energy and skill, and, if we expect to attain them, usually we will!
- In the end, we get what we expect. If we want to raise the level of our achievement, we must raise the levels of our expectations.
- *"There is no limit placed on our achievements except those we place on ourselves".*
- Goals have to be realistic and achievable, otherwise it becomes a pointless and unmotivated exercise trying to achieve them.
- A lot of successful people are not necessarily brilliant or talented or especially gifted or unique. However, they do recognise the importance of goals.
- We must also realise that to reach our goals we constantly need to adjust or correct. If we get off course, we correct and get back on course. Ships do it, rockets and missiles do it. Correct, correct, correct - and refocus, re-adjust and modify our actions and behaviour.

Smart goals

When setting goals, we need to set **S. M .A. R. T** goals...

- **S** - Specific - our goals have to be specific - not vague or general. Make them concrete, definite, clear and concise.
- **M** - Measurable - coupled with specific, we need to be able to measure our progress - set some parameters. *"I will achieve such and such, by the so and so date"*.
- **A** - Achievable - our goals have to be attainable. Too much, or too little challenge is un-motivating. We can be either overwhelmed by the "mission - impossible", or under-challenged by standards that fail to stretch us.
- **R** - Realistic - the targets we set ourselves have to be realistic to have any meaning. If they're out of our reach, then they quickly become fantasy and we give up. So they really have to be achievable.
- **T** - Timely - we also need to be realistic in terms of the time frames we set. It's pointless setting a target to reach in a months time, if in reality it will take maybe 3 or 4 months.

One final thought on goals *"It's not where you start that counts, it's where you choose to finish"*.

Benefits of Empire membership

Membership Fees

ETX International has established truly affordable membership fees in all member countries, allowing more businesses to participate. This affords a more diverse range of membership that in turn provides a greater variety of product and services to members wanting to spend down accumulated trade credits.

No Hidden Charges

ETX International does not levy compulsory hidden charges. Our transaction fee is only incurred when you spend your trade dollars, while most other barter companies charge you when you spend AND when you earn, further eating into member's account balances and cash flow. Our fee structure allows members full use of their trade account balances, generating more transactions that can translate into increased profitability for all traders.

Trading Flexibility

Our philosophy supports the belief that all members should have the right to run their businesses as they see fit. To this end, ETX International in no way determines or controls the levels at which traders operate. All traders decide their own percentage of trade on any given transaction and have the right to negotiate a percentage of trade on a deal by deal basis. Members also have the security, via special exchange clubs, to preselect their trade level ensuring they receive the same level of trade when they transact business with other Club members.

Internet Presence

Utilising the latest in multimedia and Internet technology, ETX International provides an innovative and user-friendly facility. This allows traders to keep up to date on new developments, access trader information, check on accounts, inspect properties, peruse classifieds, carry out transactions, and keep in touch via Email. Our web presence reflects the company's desire to provide members with a unique service, second to none.

Property Purchase

As an Exchange member the opportunity exists to borrow a percentage of the valuation of a property. This loan is made in trade credits with an up front fee in cash, plus relevant government taxes such as GST, VAT or Sales Tax. This fee is the only charge associated with your property purchase made over 5 years. No transaction fees apply to any payments made to reduce this loan.

Property Sales

As an ETX member, there is the ability to tap into another group of people who are motivated to purchase property to utilise their accumulated trade credits. Vendors are able to achieve a more realistic sale price, as trade buyers are prepared to pay a fair and equitable figure to purchase property.

Overview of Benefits

Members will increase their turnover from the extra business gained whenever other Exchange members trade with them. They simply spend their trade credits on products and services for their business, their home, their family, and their social life. These are the normal living expenses for which members would usually pay cash. You can see how they could free up and conserve their cash.

Some more suggested telemarketing scripts

1. Good morning/afternoon

This is _____ calling from Empire Trade (Queensland) (*replace with relevant location*). I would like to speak to the owner of the business please.

How are you today?

The reason for my call is I am sourcing (mechanics) for our clients to use/buy at the moment. Can you handle any more business? Great!

We are an international Trade Exchange operating throughout Australia, and internationally in 10+ countries.

I (*or salesperson*) will be able to see you on (*day*). Would you prefer (*salesperson*) to call in the morning or would the afternoon be more suitable? Does 1pm or 3pm suit you?

Could I have your full name please?

Is this the correct address?

Have you got a pen and your diary handy? Please write this down, my company name is Empire Trade and I am _____. Your appointment time is (*1pm Tuesday the 9th October*). The phone number here is _____.

I look forward to speaking with you on Tuesday at 1pm.

Goodbye.

2. Good Morning/afternoon. This is _____ from Empire Trade. Could you help please? We need to speak to the business owner, and what is that persons name please? Thank you.

When persons name is known (start here)

YOU: May I speak to _____ please?

PROSPECT: Yes, that's me.

YOU: This is _____ from Empire Trade. How are you today?

PROSPECT: Fine, how are you?

YOU: Great, thanks very much for asking. The reason for the call today _____ (*name*), as you may be aware is that Empire Trade has recently developed an idea to grow your business by increasing turnover, improve your cash flow and profit levels, and help you get the best out of your _____ (*plumbing, carpeting etc*) business. It's for people like you and we'll be happy to drop by and give you the opportunity of seeing it. We're calling today to say that we'll be in your area tomorrow at around (*time*) and we wondering would you be there for seven minutes?

PROSPECT: Well yes, I'll be here.

YOU: Fine, I look forward to seeing you tomorrow at around (*time am/pm*). And it's _____ from Empire Trade.