

Sent: Saturday, October 27, 2001 2:26 PM
Subject: SERIOUS TIPS ON QUOTING

Dear Aquathin Dealer On-Line;

Four companies quote on the same business. One of them is yours. How do you consistently win more deals? Quick and thorough communication of your solutions can make the difference. Presenting a powerful sales report, proposal or quotation is often the key to consistent selling success.

Respond quickly. Speed is impressive. Customers reason that the salesperson who responds quickly before the sale also responds quickly after the sale, and will provide better long-term support. The ardor to buy fades quickly when customers move on to other challenges. New budget demands soak up money that had been allocated for your sale, a competitor has time to insert himself, or the customer literally forgets why he was so interested in your products and services in the first place.

Produce a professional-looking quotation. Every customer contact represents your corporate brand. Surprisingly, many salespeople still produce hand-written or disorganized sales quotations. In the bland, impersonal world of price comparison, a professional-looking quote provides personality, inspires confidence, and may make the marginal difference that closes your sale.

Identify "focus" items. Every industry has a handful of items that purchasing agents focus on. If you're selling to a new account, great prices on focus items can get you in the door. Create innovative solutions through Menu Selling. Most salespeople today sell a "system" of products that work together to provide the best solution. Why not offer a menu of several solutions in two or three quotes? "Here's the best price on exactly what you requested; here's my recommended solution, and here's the very best you can get." With menu selling, the closing question is, "Which of these systems would you like to buy from me today?" For commercial quotes, include the lease figure. For consumer quotes, include the finance figure.

Use a picture. Pictures give real power to many product presentations. Today's inexpensive digital cameras and scanners let you add pictures to your quote, and help to make your quote more memorable. Take note of the new brochure layout on the Aquathin website.

Put your phone number and e-mail address on every page. Pages get separated and lost. Customers may have questions while reviewing page five. Make it easy for them reach you by standardizing the quote layout.

Provide a convincing level of detail. Most accounting systems provide a scant 40 or 60 characters to describe an item -- hardly enough to identify the product, and not nearly enough

to get a customer interested in a product. A thorough description generates confidence, and ensures that your customer understands what he is purchasing. (The only thing worse than losing a sale is having to eat the loss on a delivered sale.) Thorough descriptions also differentiate your quote and reduce calls for clarification that delay the sale.

Standardize your disclaimers. A proper disclaimer on a quote tells customers that you're thoughtful, and can save a lot of grief in the future. For instance, computer buyers have a habit of saying, "It's your fault that I lost my data because you didn't tell me to buy a tape backup, anti-virus software, or a surge suppresser." A standard disclaimer on every quote can note, "For your protection, we recommend professional installation and these related products"

Provide an Acceptance Box. Ask for the sale by including an Acceptance Box with your fax number at the end of the quotation: "I accept the terms of this quotation."

E-Mail your quote. Customers who don't respond to mail, voice mail, or faxes often respond quickly to an e-mail.

Follow up your quote with a call within 8 hours. "I just wanted to make sure that you got the quote I e-mailed, and see if you have any questions." Customers are always impressed by thorough follow-up, but many salespeople say, "She knows what she wants. I don't want to bother her." A follow-up call also builds "mind share" with the customer. One successful salesperson says, "If they've made me go to the trouble of generating a quote, they owe me a response. Either they buy from me, or they tell me why they bought it somewhere else."

Quote often. Sales is a numbers game. The more you quote, the more you'll sell. Your best chance for success is to quote more effectively and more often.

Many of you have enjoyed the prepared sample quotes we have in our databank. They are there for YOU! Use them, save them and build your own!

Have a great weekend and warmest regards to all,

FOR THE BEST TASTE IN LIFE
Think Aquathin..AquathinK !!
Celebrating our 21st birthday in 2001 !!!
(visit the allnew <http://www.aquathin.com>)

"Alfie"
Alfred J. Lipshultz, President

P.S. When responding please continue 'REPLY' to include all previous correspondences on this subject.