



July 2014
Newsletter

WISCONSIN ASSOCIATION OF CAMPGROUND OWNERS



Six Ground Rules for Selling

A prospect's buying process often proceeds like this: Gather information. Hide. Gather information. Hide. Gather information. Hide. The point here is that our prospect is going to find out as much as he can without making any commitment. He may do this by searching the internet and by talking to many different salespeople who will answer his questions in the hopes they will make a sale.

Today shares these ground rules that you can create in order to better control the process and eliminate wasted time and effort. Rule 1: Don't look, act or sound like a salesperson. As buyers, we are all wary of being sold and we have a natural resistance to following the lead of someone we do not know or trust.

Rule 2: All prospects hide the truth. The question a prospect asks is never the real question. As salespeople, we must develop a relationship and ask questions to get to the real issues.

Rule 3: If a prospect does not have compelling reasons to buy, he is not a viable prospect. He must have a level of personal discomfort that motivates him to take action. "A prospect's pain of not changing (not buying) must be greater than the pain of changing (buying).

"Rule 4: If a prospect does not have TMR (time, money and resources), he is not a prospect. If he has pain to change (buy) but does not have the time, money or resources to do so, he is not a prospect.

Rule 5: Start all questions with "who," "what," "where," "when," "why" or "how." Never ask a "yes" or "no" question.

Rule 6: "Some will. Some won't. So what? Who's next?" Often the hardest thing a salesperson must do is quit a prospect. As salespeople we spend countless hours on prospects who, for one reason or another, do not or will not buy. Recognize that

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there are times when you need to move on to the next prospect.

Source: Tony Cole and his wife, Linda, launched Anthony Cole Training Group in 1991. An immediate success, by the end of 1998, the little company of two grossed half a million dollars. Anthony Cole Training Group serves companies and individuals nationwide, helping sales organizations drive consistent and predictable sales results through a unique, multi-faceted approach that is custom tailored to each organization. ACTG has sales development experts, online 24/7 in remote learning modules, webinars and one-on-one coaching. Compiled by Cassandra Johnson

4th of July Weekend



4th of July is a big weekend for most campgrounds, are you ready? What is your secret to a successful 4th of July? Cookouts? S'mores? Fireworks? Anything creative? Please share with us! E-mail ashleysinclair90@gmail.com with your 4th of July plans!

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IN OTHER WACO NEWS...

Customer Service Training

Thank you to all who came out to our Customer Service Training at Vista Royale Campground this past week. We hope you learned a lot and found use in your buckets!

If anyone is interested in hosting a place to hold a customer service training session, please let us know! E-mail ashleysinclair90@gmail.com

Extra Tips for Exceptional Customer Service:

- Treat your customers the way you want to be treated. Greet-Accommodate-Listen.

- Do you recognize your customers- call them by name.

- Go the extra mile- include a thank-you note in a customer's package- send a birthday card- clip the article when you see their name or photo in print.

- Don't prove the customer is wrong- it's generally not worth losing the customer over.

- Try to fulfill a "special request" from a customer. Remember (if it isn't illegal) you are just making one exception for one customer, not making a policy change.

- Get proficient in handling customer complaints or irate customers.

- Know your guidelines for what to say and do.

- Make it as positive and pleasant as possible.





Please send us your 4th of July photos!!
ashleysinclair90@gmail.com

MARK YOUR CALENDAR



13TH Annual Business Day in Madison

Wednesday, March 4, 2015
Monona Terrace Community & Convention Center
Madison, Wisconsin

Business Day in Madison brings business leaders - from sole proprietors to major corporations - together with policymakers to discuss the most important issues facing our state.

7:30 a.m. Business Day Kick-Off
NFIB/Wisconsin "Exclusive" Small Business Session

9:00 a.m. Business Day General Session Begins - Program to be Announced

Mark your calendar and make plans to attend this very special event next March.

We also encourage you to invite others to attend.

☞ NFIB registration information for the event will be sent in the fall ☜

Questions, contact Deanna at the NFIB State Public Policy Office
608/255-6083 or Deanna.esser@nfib.org

NFIB
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Convention 2015

Have any theme ideas? Please e-mail
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