

# Front Line Selling

How to sell your products in today's bottled water environment.

IBWA Dallas 2014



delivering healthy lifestyles

# What will be discussed today!

- How selling has changed
- Simple Front Line Selling Process
- The difference between a Good Driver and a Good RSR
- Results we see
- Common challenges to expect & how to overcome them
- Shifting a culture
- Coaching and Accountability



# The Rules for Today

- **Identify 3 action items you would like to apply based on what you learned today**
- **Determine what steps you will take to make your actions come to life**
- **Identify timeframes**
- **Set goals so you can measure success**
- **HAVE FUN**



# How has selling changed?

- At one time it was all about FRONT LINE selling
- Now we have social media and the internet
- The buying has really changed
  - Customers are so much more educated
- Like it or not, we're \*all\* in sales now



# Front Line Selling Process



# Provide World Class Service



# When you hear the phrase '*customer service*' what does it make you think of?

- Customer focused
- Satisfying the customer
- Meeting the customer's need
- Exceeding the customer's expectation
- Giving the customer what they want, not what we think they want
- Great rapport with the customer



# What are your core expectations of your employees to provide World Class Service for the overall package?

- Wear company uniforms (neat, clean, well groomed, business-like appearance)
- Be positive when you approach the customer
- Keep a smile on your face
- Apologize if you are late for any reason (call ahead if possible)
- Be polite
- Say please and thank you to the customer
- Be professional at all times
- Thank or compliment co-workers on a job well done
- Ensure your vehicle is clean and well maintained
- Be aware of the many services the company can provide
- Know your business
- Right Product - Right Place - Right Time
- Drive courteously



Keep It Simple for  
the Customer



# Simple for Customer

- Sell products connected to the Core Business
- Sell products that would encourage incremental sales of 5 and 3 Gallons, PET, and Cups
- Sell Category Leaders
- Talk to them about ONE product
- Only use ONE marketing piece per visit



Keep It Simple for  
the Rep



# Simple for Rep

- One Promotion Focus
- Set an achievable goal (S.M.A.R.T.)
- Leverage good customer service to create conversation
- Simple script for introduction (Catch Phrases)
- Empower them to sell



# RSR and Driver

Core qualities shared between the two.



# A Good Driver is?

- Punctual
- Pleasant and helpful
- Puts in a full-day's work even when unsupervised
- Thorough and efficient
- Follows company standards
- Goes the extra mile
- Self-motivated
- Considerate
- Does the job asked to do even when it is difficult
- Has good communication skills
- Has safe driving habits



# A Good RSR is?

- Punctual
- Pleasant and helpful
- Puts in a full-day's work even when unsupervised
- Thorough and efficient
- Follows company standards
- Goes the extra mile
- Self-motivated
- Considerate
- Does the job asked to do even when it is difficult
- Has good communication skills
- Has safe driving habits



What differentiates them?

A good RSR will “**Just Ask**”

A good Driver does not.



# What happens when they “Just Ask”

- WIIFM
- We have seen penetration rates climb from less than 5% to greater than **20%**
- Solicits per RSR have increased from 20 to over 50 annually
- Average route has added \$7,500 in incremental revenue
- Think about the potential for your business when they “Just Ask”



# How do we get them to “Just Ask”

- Be the First to Talk
  - An honest, heart felt “Hello” and “How Are You” introduction
  - Ice Breakers, one liners (Catch Phrase)
  - Role Play
- Soft Selling
  - No Pressure... We are not about high pressure sales!! We are about the RSR servicing the area EVERY TWO WEEKS.
  - Thank the customer each and every time regardless of Close
- The Perfect Pitch
  - If you asked Greg Maddox what the perfect pitch is, He would tell you, “It depends on the batter”
  - This is the strategy your RSRs need to take towards your customers, there is no perfect pitch.



## Catch Phrases

- Would you like to make a difference in the fight against breast cancer?
- Have you ever bought a bottle like this before?
- Do you drink coffee?
- Have you ever had a freeze pop before?
- Do you drink ice tea?
- Have you heard about Sparkling Water?
- Can I interest you in some free water?

## Reasons/Product

- Cancer awareness product
- PET
- Coffee products
- Freeze pops
- Tea sticks & cans
- Sparkling products
- Referrals/New Sales



# Customers are 4 times more likely to buy when?

- You get them to use their senses
- Coffee
- It smells so GOOD!
- It is so simple, yet so effective and to the customer, the smell of fresh coffee can be irresistible!.



# Overcoming the Challenges

- Existing Sales Culture
  - “I wasn’t hired to sell”
  - “They only want water”
  - “I will feel like a used car salesman”
- New Thinking Needed
  - Don’t sell...Inform and “Just Ask”
    - 80% of Customers said the Rep informing them that a product was available is why they bought
  - Increase value of the service
  - Keep the pressure low



# It is a Cultural Shift

- It will take time & commitment to succeed
- It takes constant focus
- Programs have to be refreshed regularly
- Route Rep perception of customer reaction needs to change
- You can't be afraid to fail “Get more No's”



# Selling Recap

- Now is a great time to start
- Set a strategy and parameters
- Refine a comfortable selling process
- Get them to “Just Ask”
- Stay committed to changing the culture



# IF ALL ELSE FAILS, FORCE THEM TO TALK!



Step 1: Wear the shirt

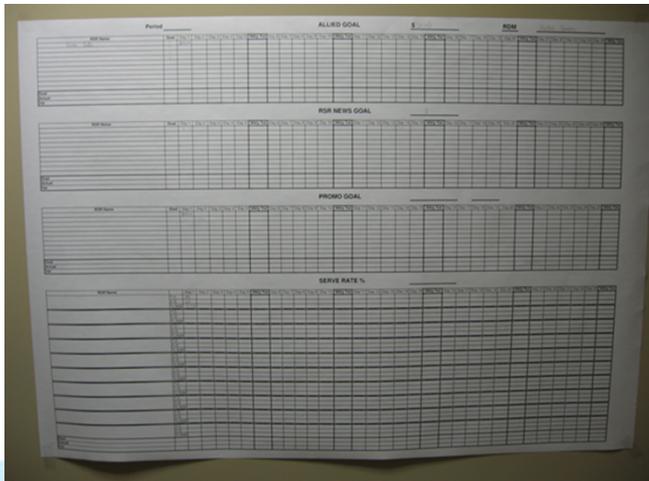
Step 2: When they inquire about your PET

Step 3: Answer: Poly Ethylene Terephthalate



# Coaching and Accountability

- C-Me's (Coach me)
- Assign individual goals
  - Daily and weekly coaching
  - Know B/4 You Go Sheets
- Tracking sheets and boards



Name:	Individual RSR Daily Budget						Week Of:	
		D/D#						
		Goal	Mon	Tues	Wed	Thu	Fri Sat	
<b>Cups</b>								
# of Customers Sold To								
<b>PET</b>								
# of Customers Sold to								
<b>Great 8</b>								
# of Customers Sold To								
<b>Great 8 Revenue</b>								
<b>Total Volume</b>								
Returnable Units 5&3's								
<b>RSR Solicits</b>								



# Coaching and Accountability (contd.)

- Scorecards
  - Gauge success
  - Green, Yellow, Red
  - Green Man Group
- Recognition
  - Employee of the Month
    - Ultimate Goal
    - 10 categories

Period-to-Date Score		
	Goals Attained	3
	Goals Improved	1
	Period Score	4
???? Revenue per Day 		
	MTD ACT	\$ 118.69
	MTD Goal	\$ 94.38
	Prior Period	\$ 101.38
???? Penetration		
	MTD %	25.1%
	MTD Goal	35.0%
	Prior Period	20.6%

Solicits		
	MTD News*	9
	MTD Goal	5
	Prior Period	3
 <-- YTD (38 News)		
???? Penetration		
	MTD %	34.2%
	MTD Goal	32.0%
	Prior Period	33.5%
Index		
	MTD CSI%	76.5%
	MTD Goal	85.0%
	Prior Period	81.0%



# Action Planning

- Identify 3 action items you would like to apply based on what you learned today
- Determine what steps you will take to make your actions come to life
- Identify timeframes
- Set goals so you can measure success
- A goal without a plan is only a dream



# Thank you

What questions do you have?

Andre Damiens –

[adamiens@dsservices.com](mailto:adamiens@dsservices.com)

