

Networking Event – October 2008

The Secrets to Increasing Sales – Peter Capp

Peter Capp entertained and educated members and guests of the Network at "one of the best presentations of the year" (as voted by attendees on the night) where we learned the secrets to increasing sales. With a background in sales, customer service, training and development spanning over 20 years Peter cut right to the heart of the sales process, sharing the insight and practical tips that can make all the difference in a successful sales situation.

One of the most important concepts was understanding the different personality types that we meet in business and adapting our style to fit with their expectations and preferred ways of communication:

- The Analyst - "can you send me some information?", "what research do you have?", "I won't be making a decision straight away"
- The Follower - "I look forward to seeing you", "you can take as long as you like", "is there anything you want me to bring?"
- The Commander - "how long will this take", "I am very busy person", "why do you need to see me?"
- The Entertainer - "come over at 10.00am and we will have a coffee", "we will have plenty of time to discuss everything", "what do you want me to prepare?"

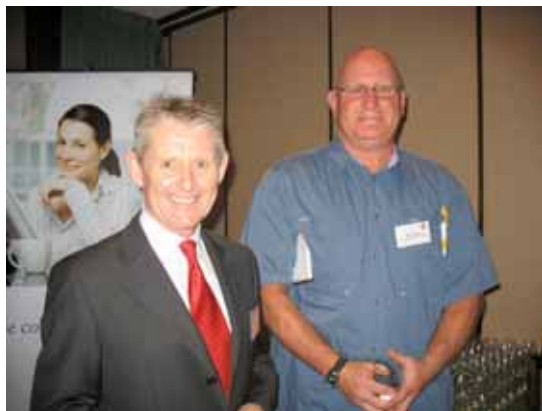
Another important point Peter shared was the need to turn the features of our products and services into benefits to our potential customers - and that at the end of the day the two most important benefits are value for money and peace of mind. A simple way of transforming your key features into benefits is by adding the words "which means to you" eg: It has a diesel engine *which means to you*, long term lower fuel costs (addressing the value for money and peace of mind needs for the buyer).



Loretta Moy (Colour & Design Matters), Charmaine Papallo (Baby Buds), Karen Dowling (Ferndale Press), Candice Bortz



Sally Hart (Anivac), Kathryn Johnson (Kathryn Johnson Migration Pty Ltd), Jen Croft (Century 21)



Peter Capp (Peter Capp & Associates), Robert Taylor (Accent Exhibition Hire Services)



Sonja Walker (Kids First Childrens Services), Ruth da Silva (Gallery Oscar), Jennifer French (Inside Out Colour and Design), Nikki White (Scribes)



Sharon Shokati (Crown Of Beauty Anti-aging Clinic), Niki Gavranic (Manly Daily) Candice Bortz



Sarah Mane (Sarah Mane Life Coaching & Training Services), Esther Wong (Lindfield Family Dental)



Cheryl Atkins (Medibank Private), Wendy Yeung (Medibank Private), Nazila Khadem (Toner Ink)



Ruth da Silva (Gallery Oscar), Samantha Romer (Living Luxuries), Karen Dowling (Ferndale Press)



Vicky Martin, Marika Martinez (Women's Own Adventure)



Justine Bonkowski (iVisual), Leanne Hutton (Esteem for Skincare), Kerrie Candrick (K & K Creative Marketing)



Lois Hewitt (Successful Resumes), Samantha Romer (Living Luxuries), Sue McKindlay (St Ives Shopping Village)



Sonja Walker (Kids First), Niki Gavranic (Manly Daily)



Angela Raspass (Working Women's Network)
Marika Martinez (Women's Own Adventure)



Peter Capp