

“Jeff Foxworthy” Projector Sales Training Primer

Perspective change exercise

How to enhance your value proposition in this category to a winning strategy.

Instructions: *Read each of the following out loud with your best “you might be a redneck” imitation. Read number one, pass to the person beside you, they read the next one, and so on.*

After all of them have been read, make note of the one(s) that best fit your own response for discussion. During the session. addressing, overcoming and implementing and aggressive presentation strategy is the goal.

Read by the moderator to get the ball rolling:

If your projector sales pitch goes something like this: “are looking for a flat panel or a projector and a screen?” you’re not selling many projectors.

- 1. If you think projectors are for people with dedicated rooms, you’re not selling many projectors.**
- 2. If you think you need a “special room” for two piece to work, you’re not selling many projectors.**
- 3. If you think projectors are only for people who are really into movies, you’re not selling many projectors.**
- 4. If you think projectors are only for people who watch a lot of TV, you’re not selling many projectors.**
- 5. If you think the customer won’t be interested because they are into music and audio, not video, you’re not selling many projectors.**
- 6. If you think you have to talk about calibration, grayscale and technology, you’re not selling many projectors.**
- 7. If you think you have to wait until the “next new” technology or generation, you’re not selling many projectors.**
- 8. If you think two piece projection is complicated, you’re not selling many projectors.**
- 9. If you think playing the most popular demo movie and telling the customer why your projector is better will get the job done, you’re not selling many projectors.**
- 10. If you think leaving the projector on all day so anyone walking can by can have a look, you’re not selling many projectors.**

11. ***If you think that only rooms that can be made pitch black in the middle of the day can support the category, you're not selling many projectors.***
12. ***If you think you have to have a surround system with video, you're not selling many projectors.***
13. ***If you think customers will see that your picture is better and buy, you're not selling many projectors.***
14. ***If you think in depth explanations of technologies, calibration, optics, ISF, gray scale, compression (and on and on and on and on) are good sales pitches, you're not selling many projectors.***
15. ***If you think the only difference between watching a panel TV and a projector is size of image, you're not selling many projectors.***
16. ***If you think you can get a clearer picture from a panel TV, you're not selling many projectors.***
17. ***If you think you can make all the sales you need without the hassle of two piece, you're not selling many projectors.***
18. ***If you think it's a "guy" thing, you're not selling many projectors.***
19. ***If you think that waiting for customers to ask about the category is a good model, you're not selling many projectors.***
20. ***If you think it's a waste of time to demonstrate a projector to someone who cannot or won't buy, you're not selling many projectors.***
21. ***If you think the market you are in is not a good projector market, you're not selling many projectors.***
22. ***If you think that the demo projector you have is the reason you are not successful, you're not selling many projectors.***
23. ***If you think there is one guy on your staff that is the projector/video guy, you're not selling many projectors.***
24. ***if you can't see that projectors offer better sound options, you're not selling many projectors.***
25. ***If you think this is stupid and you are making all the sales you want, fabulous. Please share your techniques as it is good for the whole industry. That's what I am doing.***

This is a good time to review your showroom layout. Ask yourself what each area is used for and if it is working. The showroom is a hugely costly tool. If it doesn't work, think of what you can do to fix it. Yes you. Don't look for expensive redos as they are just as likely to be abandoned well before they ever pay. Never expect management to fix it for you.

Journeypersons in any field have their own basic tools.

Some basics:

Anticipate every objection you can think of and include it as an integral part of your pitch with a positive spin. Use other salespersons popular ignorance and bias against them. Let the other salesperson help build your credibility.

Do not ask the prospect what their budget is.

Get to the demo fast.

Creating an excuse and environment for your demo is a form of theater. Why?

What should your demo include?

What is the goal of the demo?