



By Roger Nathanson

About the Author

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Selling ozone equipment or systems is no different than selling anything else. The following is an in-depth study guide for sales of various products.

Be prompt. Respond quickly to customers' calls, sales and service. Be knowledgeable about yours and competitive products.

Smile. Not false smiles, real ones. Smiles are contagious. Make customers feel happy to be in your presence and you'll find them happy to buy your product.

Ask questions and wait for them to answer. Don't answer for them. Get them to participate in the conversation. Don't lecture or talk in a one-sided conversation. Silence is a chance to study their reaction. Then show them how their new water treatment equipment will fit into the plumbing area.

Motivate by being motivated yourself.

Trust. You are a mind reader, mechanic, record keeper and, most of all, his advisor. The customer must

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trust you implicitly. You have to exude honesty, sincerity and integrity. You must trust in yourself and the products you are selling. It won't matter what you're selling if they don't trust you.

Names. Know your customers' names before you meet them. Be sympathetic with their problems (water and other). In general, people love to talk about their problems, but don't let this side track your intention or their interest.

What is the problem? Have the customer show you their water problems. They're 80 percent sold if they have a real water problem you can solve.

Show and tell. Show and explain the equipment they have (i.e., well pump,

pressure tank, pressure switch and existing treatment equipment), if any. This will help solidify their trust in your knowledge. Be cautious of the customer that seems ignorant, he may be testing you.

Explain the water test you are performing. **Show** them any pictures/video you might have from the manufacturer depicting the ozone system. This could be invaluable. Be present during the viewing to answer questions, watch their expressions and to make sure they understand everything.

Close. Without closing you are only an unpaid entertainer. Ask for the order. Come up with ways to ask for the order. How they answer will indicate whether they are sold or if it will be a hard or easy close.

- Are there any questions on anything I have shown or told you?
- Would you like it installed this Tuesday?

- What color would you like the tanks to be?
- What would you like me to do with the old equipment?

You need to have integrity and closing expertise over anything else. Most people will not volunteer the order. You may have to extract it from them in some cases.

Practice. This can be done in front of friends, a spouse or neighbors and it can save a lost sale from inexperience. Practice using a video camera. Third-party perspective analysis is extremely beneficial.

What are you selling? Benefits, benefits, benefits. You are selling the sizzle not the steak. Most people want to know how the steak tastes, not how the steak was processed. You mention the particular product but don't center your whole sales pitch on it, otherwise they might get lost, and you might lose a sale.

The benefits of selling ozone water treatment equipment are numerous. Here's a short checklist.

- ✓ **Yes!** Elimination of iron stains.
- ✓ **Yes!** Elimination of sulphur.
- ✓ **Yes!** Elimination of test and odors.
- ✓ **Yes!** Ability to have clean laundry.
- ✓ **Yes!** Good tasting drinking water, tea and coffee.
- ✓ **Yes!** State-of-the-art ozone water treatment equipment.
- ✓ **Yes!** Longest warranty in the industry.
- ✓ **Yes!** Dependable, knowledgeable, honorable, rapid service.

References. Some salespeople like to use "flip books." Books that show the different products that you carry, pictures, satisfied customer references or testimonial letters.

Cannot close, objections. If the customer won't close, he has a question/objection that needs to be answered. Try some of the following tactics to help overcome objections.

- Ask yourself his questions.
 - **Who are you?** Integrity, experience, in business since....
 - **What is the problem?** Water, money, personality conflict....
 - **Where will the equipment be located?**
 - **When can the equipment be installed?** How about this Tuesday (ASAP)?

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- **Do I want to buy from him?** Be ready for any possible answer.
- **How would you like to pay for this?** If you have payment options you will probably answer their biggest objection.
- Set appointments when both the husband and wife will be home. "I have to talk to my husband/wife" is an unanswerable objection.
- Be sure who you are selling makes the purchasing decisions.
- Wait for their answers, which most likely will be questions or objections.
- Answer their objections fully. Then ask if they understand. **WQP**

Next months The O-Zone will cover installation tips and precautions pertaining to well ozone water treatment systems.

For more information on this subject, write in 1010 on the reader service card.