Part of the selling formula of one of the more successful Klipsch Dealers is a comparative demonstration in his store. The clincher, however, is a hand-off demonstration in the prospect's home. After selling the idea, he sets up the system, teaches the prospect how to operate it, and leaves it there for a week on a no obligation basis. He rarely has to take back a system.

Part of the theory is selling the woman on her home grounds. She usually has better ears than the breadwinner and finds it pretty hard to part with the KLIPSCHORNS to return to the boom boxes. The Dealer also realizes that its pretty nice to be able to listen without the salesman extolling virtues in the other ear. Shoes off, feet up, and glass in hand, the customer sells himself.

TRY IT! IT WORKS!

The mental adjustment of leaving a couple of thousand dollars worth of equipment in a man's home may be difficult at first but it pays dividends in the end, because

First: Obviously you have complimented the customer with your trust.
Second: You have let him turn the knobs (no sales pitch can match this).
Finally: You have let him show off the new system to his friends. (He will commit himself to own it).

When the time comes to close the sale, it should be easy. He may just stop in and offer to finalize the deal without prompting by the dealer. If he doesn't, a phone call some evening when the Dealer is sure the system is playing suggesting he stop over with a six-pack and an order book will usually do the job. Tell him your truck is in the shop and you couldn't pick up the system today anyway.

GOOD IDEA!

And a bouquet to Bill Bell of "The Music Box", Wellesley, Massachusetts, for this "formula".

How about your favorite pitch? What do you do to turn the gleam in a man's eye into cash in your till? We'd like to hear it.

This was written by Robert L. (Bob) Moers, former client of Bill Bell's, before Bob joined our Staff.

Paul W. Klipsch, Editor