

## Julian Landry Biz Gifts

1. Ask every single interaction: What do you do for work?
  - a. Write down the names of the people that they're considering giving gifts to
    - i. Applies to family program as well
    - ii. Not always applicable but when it is (smaller orders) it helps the customers visualize giving the gift
2. Use the lead sheets
  - a. Come in biz gift kit
  - b. Helps have more quality biz gift convos by asking the right questions and getting the right info
  - c. Have as many biz convos as possible: 80-90% won't convert but it will make you a lot better when you are talking to the right person
3. Questions
  - a. Do you ever give gifts?
  - b. What did you do in the past?
  - c. How did it go?
  - d. Do you usually get gifts for customers or employees? Or anyone else?
  - e. When do you usually give gifts? Holidays or throughout the year?
  - f. What do you usually spend?
  - g. Would you be open to looking at some options here at the show if I could give you some of our show specials today?
  - h. Usually what we do in this situation if it sounds like a good fit and there's a high level of interest is we take a look at some options. If we're not ready to do that today we schedule a follow up appointment
    - i. Philosophy: sale or second appointment
4. Have the bulk pricing on you
  - a. Events binder with biz gifts basically
  - b. Search "PPSI" on VectorConnect
5. Speak the language
  - a. Read the book *Giftology* by John Ruhlin
  - b. Keep it as simple as possible
  - c. Ms. Jones (If they're a contractor doing gifts for their clients) "Stacking the value" Customers don't know what they're paying for if they're paying a contractor so you can actually get your clients to pay for their own gifts
6. Pilot program
  - a. I can definitely follow up, but I'm super busy, and I'm sure you are too. What we've found works for most people is our pilot program where you get a small amount of gifts now to get started, we knock out the logo and stuff now, you get all of the event special pricing today and later, and once you've tried them out and want to get more, just reach out and we can get you even better pricing then.
  - b. Upsell: Just to be safe, we recommend you get an extra 10-20% now just in case you forgot about someone, plus we can get you some better bulk pricing
7. After order comes in call and follow up
  - a. Ask how gifts went

- b. See if they have any questions/concerns
- c. Schedule followup appointment for next round of gifts (6mo to 1 year out)

#### Tools to have at the booth

1. Ask Everyone what they do for work
2. Have your lead sheets ready -order now from vectorconnect if you dont already have them
3. your business gift price list
4. speak the language - listen to giftology and ruhlin podcasts
5. have your scripts down

Bonus tool-have go to gifts in each price point that you can feature (ex. lockbacks, trimmers for 100, shears and petite santoku at 150, clubmate at 200, petite cooks combo at 250, santoku classics at 350) the key is to keep it simple. simple equals closed deals

#### Questions you need to know to close the deal

what do you do for work? do you ever give gifts in your business? would you be open to giving gifts? what have you done in the past? How did that go? do you ever spend 100-200 on gifts for your clients or employees? Would you be open to spending a little more on your gifts to get a bigger impact? What do you normally spend per gift? who do you give gifts to? Clients? employees? Any special events you do gifts for? when do you give gifts? throughout the year or at the holidays? Who are the decision makers on the gifts? Is there anyone else involved in the decision making process?

#### 30 second power intro

most business do some sort of gifts but they are usually consumed shortly after your give it to them things like gift cards gift baskets shirts, hats cheap swap, ice chests, jackets, alcohol food and the challenge is they like those gifts but they just don't remember them or they're not vey practical or they're kind of complicated for you to order, whats awesome about cutco is as you know its a super high quality American made product that gets used every single day we can pout your logo on it so it becomes a long term branding tool and they always remember and appreciate you for giving the gift a lot of insutries are limited to a 25\$ gift write off and because these are engraved with your logo you get 100% tax write off which we pay a lot of taxes in California so who doesn't love a good tax write off and what most of my business owners say they love the most is how easy it is we make it a system in place we meet once or twice a year and I become like your gifting consultant and you always know your gift is not only loved but it includes the whole family it includes the spouse and the kids when your client or employee is out working hard for your business that gift is being enjoyed by their spouse and their kids and they feel included too

#### Christmas in July

what most of my business owners found is they do gifts pretty last minute its stressful sometimes there's delays around the holidays so we started doing a Christmas in July sale where we got all the gifts knocked out early, they get a better pricing and there no last minute

run around and added stress around the holidays and what many of them love to do is give the gifts early like before thanksgiving so they're first in line the gift has a bigger impact and is more of a surprise and then they get to use the gift throughout all the holidays with their friends and family when they're cooking more than ever they can all be feeling the love from your company... just curious if I could get you the Christmas in July sale today. would you consider just knocking that out?

pilot program

most prospects will either be a follow up with me later, the bigger orders usually only happen if theres already a lot of trust or they're one of your past clients who you've talked to in the past or they just trust you. You might be able to close the full amount if its a smaller order, but its more likely that the bigger orders, or more complicated orders where they will need to talk to more decision makers they're going to try to push you to a follow up and thats where the pilot program comes in to help you close the deal today.

Yeah I can definitely follow up with you and here's the deal I'm super busy as I'm sure you are too, what we've found makes a lot of sense for most of our business owners is to do what we call the pilot program where we do a small amount today to try it out today, I'll cover the cost of getting your logo set up (or some other incentive for ordering today) and we get the complicated stuff out of the way and you get to test drive the program in real life and then when everything goes great and your clients, employees etc love it its super easy to reorder, everything is already set up, you just text me or call me and tell me what you want and the process is simple and easy and plus you get locked into the event specials so you get better pricing when you're ready to jump in with both feet, so if we wanted to get started with 10 of these etc this is what it would look like present and close

The Upsell

This is when someone is placing their order, especially effective when they're doing their full amount of gifts, super simple super effective works almost 100% of the time, what most of my customers find is they usually forget about a few people when they're ordering the gifts and you never want to be in that situation where someone feels left out and you have to order gifts after the fact so just to be safe we recommend ordering an extra 10-20% gifts to make sure you don't miss anyone plus you get the quantity discount pricing so what are your thoughts on that