
The Wise Vacuum Cleaner Salesman



Sam sells vacuum cleaners door to door but outperforms all of the other salespeople in his company in terms of parts and repeat sales. As a matter of fact Sam outperforms all of them combined!

His routine is similar to many of the other salespeople, **but with one important difference.**

To understand what makes Sam's approach unique, let's look at a sample sales process with Betty Jones, his latest customer.

Sam arrives at Betty's home and presents the new Electro Zoom model 200 to Betty. He quickly impresses her with the lightweight, yet powerful performance of the vacuum. Before long the sale is consummated and Betty writes Sam a check and Sam is off.

The **next morning** Betty opens her email on her computer and sees an email in her inbox from Sam.

Still feeling good from the experience, Betty opens the email to see a direct personal message from Sam, with a small picture of Sam at the top.

Betty chuckles a bit at the picture, smiles and reads:



“Dear Betty,

I want to thank you for not only allowing me in your home, but treating me with respect and listening as I described a product that I truly believe in. (I personally own this vacuum in my home and have had it for over 2 years!).

You made a wise purchase and as a company, we will stand behind you and your purchase. Should you have any performance issues within the first six months, you have my personal number and email- please contact me.

I will make certain your issue is resolved.

As I mentioned, you have a six month, no questions asked guarantee.

Sorry I didn’t get to meet your husband Bill, but tell him I said thanks and he can contact me with any technical questions also.

Enjoy your new cleaner carpets!

Sincerely Yours,

Sam Stevens

“Electro Company”

Personal (513) 222-3344

For those of you with training in the dangers of buyer's remorse, Sam has purposefully taken the first step in warding that emotion away.

Step two comes **three days** after the original purchase, in the form of a personal letter in Betty's mailbox. The letter is handwritten in cursive by Sam.

It reads,



“Dear Betty,

You may have received an email from me, but I know that a lot of people are too busy to check emails and sometimes email gets stuck in those junk folders, so I wrote you this letter just in case.

I want to thank you for not only allowing me in your home, but treating me with respect and listening as I described a product that I truly believe in. (We have the same vacuum cleaner in our home and we have had it for over 2 years!).

You made a wise purchase and as a company, we will stand behind your purchase. Should you have any performance issues within the first six months, you have my personal number and email- contact me please. I will make certain your issue is resolved.

As I mentioned, you have a six month, no questions asked guarantee.

Sorry I didn't get to meet your husband Bill, but tell him I said thanks and he can contact me with any technical questions also.

Enjoy your new cleaner carpets!

Sincerely Yours,

Sam Stevens
“Electro Company”
Personal (513) 222-3344

Sam has just closed the door on buyer's remorse. And Sam has started a series of follow up messages to Betty.

30 days following the original purchase of the vacuum Betty gets an email from Sam. The email has the same basic subject line, so she remembers it immediately and opens it.

Here's what Sam has to say,



“Dear Betty,

Hope all is going well!

I wanted you to be aware of something new. We just received a very cool attachment for your vacuum. It is a stair tool that is twice as long as the one that came with your model and has 5 different heads. I've tried it out myself and was very impressed.

The retail price on this is 29.95, but if you order from me online your price is 14.00! Here's your own link to order- <http://bettyr.electro.2134.com>

Talk with you soon.

Sincerely Yours,

Sam Stevens

“Electro Company”

Personal (513) 222-3344

Betty may or may not take Sam up on this offer. But Sam is far from finished.

60 days after the date of her original purchase Sam shows up in her email box again.



“Hi Betty,

Since it’s been a couple of months since you purchased your vacuum, your belts may need replaced. If not, they may need replacement soon. I can actually sell you a pack of 4 replacement belts and give you a second pack free of charge since you are one of my repeat clients.

Here’s your order link for the belts, if you need them-
<http://bettyr.electro.3546.com>

Sincerely Yours,

Sam Stevens
“Electro Company”
Personal (513) 222-3344

Guess what? Sam's not done.

Exactly **one year** to the day of the original purchase, Sam sends a postcard out to Betty. It is a One Year Anniversary card marking the sale of the vacuum cleaner! The gift is a free meal for Betty and a guest for lunch at a local restaurant.

How many vacuum cleaner salesmen go to this extent? How many salesmen of any products go to this extent? Have you ever purchased a new car and received a free gift for lunch or dinner from your salesperson? Not me.

Two years from the original purchase date, Betty gets another email from Sam. And you better believe she remembers Sam at this point. Sam has remembered her more than some members of her own family!

Sam continues,



“Hello Again Betty,

Wow, it's been two years since you purchased your Electro Zoom 200 model vacuum! Time certainly does fly. I hope you and Bill are doing well.

It's possible that you have been thinking of upgrading at this point and if you are, I have something for you to consider- The Electro Zoom 400 model. This model was just completed and hasn't even hit our catalog yet!

The retail price will be set at exactly 650.00 for this model which will be released next week. Betty, if you are interested in a free demonstration of this model- CALL ME!

I can give you a trade in price on your old model and sell you the new model at close to wholesale price.

Look forward to hearing from you soon.

Sincerely Yours,

**Sam Stevens
“Electro Company”**

Personal (513) 222-3344

Pretty impressive follow up for a vacuum cleaner salesman, wouldn't you agree?

Let's examine Sam's method with Betty (which is replicated for all Sam's clients)...

Sam knows his product and understands the sales cycle, which is why his messages were timed as they were. He may not cash in on sales from everyone, but you can bet that he gets his fair share of business, especially considering most salespeople **never** follow up after the initial sale.

Sam sent enough messages to keep himself "top of mind" with Betty. This means that if Betty EVER would have considered purchasing anything vacuum related OR if any of Betty's friends needed a vacuum- Sam's name would have popped up.

It's very likely that Betty will never forget her experience with Sam as it relates to vacuum cleaners or to people in general!

Sam also mixed in a letter and postcard to Betty because he knows that some people open email and others open regular mail. He needed to make that crucial connection early and he did so.

(But it get's more exciting than this, if you're starting to imagine your product or service and your sales cycle- it gets better)...

This story represents the heart of our system. Sam executed a drip marketing campaign to Betty based on the sales cycle of his business. But most importantly Sam was able to get Betty to know him, like him and trust him. Sam effectively wiped out any and all competitors and gained the top position in Betty's mind for vacuum cleaners.

If Sam were to sit down and do this with each prospect and customer, he would separate himself from most salespeople. (Be honest, how many salespeople execute the follow up system listed above with each lead and contact?)

But the real power behind this story is that Sam can do this with hundred's and thousand's of prospects or clients simultaneously and automatically...

And so can you!

Such is the power of drip marketing and our auto-responder marketing system.
[For more information, visit edrips.com](http://edrips.com)