

How to increase the value of almost every sale

Have you ever been into McDonalds and ordered just a burger, nothing else. If you have, I'll bet that the kid behind the counter didn't say "That'll be \$2-85 thanks" did they?

Their exact words were "Would you like French fries with that?"

And you groaned inwardly and silently thought to yourself "If I'd wanted French fries I would have damn well asked for them."

But you said, "Yes please" just like 85% of McDonalds customers always do.

And bingo, McDonalds had just increased the value of yet another sale as they do every day in every one of their thousands of restaurants all round the world.

And why do McDonalds ask whether you want French fries before they ask whether you want a drink? Well, that's simple too. They have tested a whole lot of things they could say when all you buy is a solitary hamburger and measured the impact on the best barometer in business--- their bottom line.

And, guess what? When they ask first of all about your need for French fries, next about a drink and then about the dessert they maximise the value of the sale... to produce the best possible profit.

And less you think that there is no relevance to you just remember that McDonalds have made more millionaires than any other business on the face of the planet---- from mums and dads that sell hamburgers! Just think what could happen for you if you could do what they do.

"Oh no," you say, "My business is different to McDonalds. We sell important and expensive widgets not hamburgers. That just wouldn't work for me!"

Hold on a minute--- it's not what McDonalds sell so much as how they go about selling it that counts. That's what you've got to cotton onto and use in your business.

So how do we get our team members to do what McDonalds get 16-year-old kids to do time after time after time?

Well McDonalds are smart. They have a system for their business (in fact their corporate name isn't McDonalds Hamburgers its McDonalds *Systems*) and...

It's the system that's the answer!

At McDonalds, regardless of whether you own the store, manage the store or are a team member in the store, you have to follow the system... a system that has tens of thousands of team members in thousands of restaurants all over the world saying

exactly the same thing, smiling exactly the same way and turning out millions of burgers every day that look the same, taste the same and *are the same* in restaurants that offer consistent quality, service, cleanliness and value.

And McDonalds say that, if you don't want to follow their system, you don't work there... it's that simple.

So what makes a system?

Simple...

...its scripts and checklists!

Scripts tell people what to say and checklists tell people what to do.

Remember how the Director of a movie or a stage show gets the result they want? They give scripts to the actors and checklists to the back stage crew and then they practise over and over and over, using those scripts and checklists, until the movie or the show is a perfectly reproduced and faultlessly delivered performance that creates exactly the right result in the minds of the audience.

That's what you've got to create in your business time-after-time-after time... a team who know exactly what to say and what to do to create exactly the right result with a perfectly reproduced and faultlessly delivered performance whenever they are on show to your customers.

There's the answer... you produce scripts and checklists for your team that are practiced and rehearsed over and over to deliver the perfect performance every time. That's the only way you can consistently create exactly the right perception in the minds of your customers and get the best possible results for you.

You have to engender in your team the concept of "this is the way we do things around here" to create maximum delight in customers and profits that soar.

And when you have those scripts and checklists you have a system. A system to make both your customers and you say "Wow!"

This article has been written by Winston Marsh who is recognised as one of the leading business speakers at conferences and seminars where the objective is to motivate and train delegates in how to increase their sales results.

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