

Shock_&_Awe T-Wrap Explained

Examining how to close sales of Rainsoft Water Treatment Systems

The following is an excerpt from an E-mail interchange between Norman and Bob Hurt, dated 6/15/2003. Norman is consistently one of the world's leading (top 5) Rainsoft system sales persons, having been recognized in 2000 as the number one sales rep worldwide. Bob is Norman's older brother, mentor, and encourager.

Subj: Bob Helping Norman Become Great

Norman Hurt wrote:

Bob:

I plan on your doing A LOT to help me become a successful motivational speaker. Not only will I always rely on your moral support and supreme encouragement, but I will always send you my material before I actually use it, because that's when I REALLY learn.

Just like always.

So thank you in advance for all your help.

In fact, I'm working on a new concept which I am tentatively titling "Shock and Awe." And I've created a new t-wrap that is blowing the lids off sales. Last week we had 27 installs (44 sales before credit turndowns and cancellations) with an average sales price of over \$4600! Our very best prior to this week was \$4200, but it's usually around \$3900. This is incredible.

It's an all-time record.

Out of 27 installs only four had discounts or promotions from the sales department. Several were chopped by the finance company, but that's *de rigeur* (this is NOT in my spell checker, so there).

Everyone is using my t wrap and Shock and Awe theory toward selling.

I think it's great to be a good salesman, but I think it's even better to be able to help others become great sales people, and it works, and I'm glad, and I'm happy, and I'm fulfilled, and I'm excited, and I'm motivated, and I'm energetic too.

Thank you for asking.

Later,

Norman

Bob Hurt Begs for Revelation:

Norman, I really need to know the details of Shock and Awe and t wrap. Oh come on. Please

Bob

Norman Hurt Explains "Shock & Awe"

Bob:

I thought you'd never ask.

Shock and Awe is the process whereby you totally blow the customer's mind, so that when you ask for the order there are L N O. (That means "literally no objections). In other words, the presentation is so awesomely powerful that EVERYONE buys, unless, of course, there's a "condition," and that can happen more often than I'd like to admit.

The attached form is the new T-wrap. It got it's name years ago because the sales person used to use a blank piece of paper and draw a big T on it. On the left side he would list the tangible costs of hard water and therefore the tangible savings of treated water. (Things like bottled water, replacement of refrigerator or faucet filters, plumbing wear and tear, clothing wear and tear, and energy costs to heat the hard water.)

On the right side he would put the intangible benefits of clean water (things like health, cleanliness, soft skin, shinier hair, time and labor savings from not having to scrub so much).

Wellsir, the attached form will show you the changes I made.

First of all, there are no intangibles. Everything about bad water costs money.

So I divided the new "T-Wrap," which is no longer in a T form, into three categories: Immediate costs of hard water, Long term costs, and Priceless costs, which may sound funny but it's true.

After I add up each cost in each category and then total them all up we're usually at about \$70 without the soap and as much as a hundred dollars or more for the soaps.

Then I give them a five year supply of pure soaps, without the chemical water softeners, and then I quote the price on the bottom right side of the form.

Good water is always cheaper.

But then comes the shock and awe part. I also throw in a complimentary membership to a national purchasing club which guarantees the customer a 25% savings on their monthly grocery budget, which usually comes out to about a hundred dollars more potential savings per month.

AND THEN I include two super efficient shower heads which only use 2-1/2 gallons of water per minute instead of the five or more gallons per minute, but which, through the clever use of air, provide a whopping 120 pounds per square inch of pressure, which is incredible.

This means you spend less on water and on heating it (another \$5 per person per month) and you have plenty of hot water for all your needs AND you aren't wasting water, AND, who nose? you may even be oxygenating your pores. It COULD happen.

Now we have \$100 on soap, another \$70 or so on the rest of it (unless they're spending a lot on bottled water, and they often do), plus the \$100 for the grocery savings and even more for the shower heads! That's 270 believable bucks of savings for a one hundred dollar monthly investment. How can you go wrong?

Sometimes it's 3 or 4 hundred dollars, or even more, like in the case of the lady who said her time at work was worth \$20 an hour and she spends at least 10 hours a month scrubbing bathtub rings, etc., and so she said her time was worth \$200 a month, so I put that cost in the labor column in the first category. I usually just ask if not scrubbing would be worth 50 cents a day and write a total of \$15 for labor.

After all, what's YOUR time worth scrubbing soap scum?

Lots, that's how much.

Then, on the Priceless costs such as the health and cleanliness of your home and family, I just say, "Well, if your time is worth 50 cents a day, I'm sure you'd agree that the health and cleanliness of your home and family is worth at least that!" They agree, and I add \$15 to the Priceless category.

ANYWAY, if all that doesn't work, I'll throw in a \$2,000, 22-piece set of Millennium LifeTime Warranty Waterless Cookware. One night I knew I'd need the cookware, so the price I quoted them made allowance for our cost of the cookware.

So that's Shock in Awe, although it doesn't include the dynamic sink presentation. But that, as they say, is an entirely other email.

And that's the truth.

Norman

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(see t-wrap on next page)

IMMEDIATE COSTS

SOAP _____
80% Chemical Water Softeners

BOTTLED WATER _____
\$1.60 per Gallon Delivered

FRIDGE or SINK FILTERS _____
Every Three Months

LABOR _____
One Third More of Your Time & Effort

ENERGY _____
30% More Energy to Heat Your Water



WATER TREATMENT EQUIPMENT

Distributed by
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LONG TERM COSTS

HOME MAINTENANCE _____
Appliances wear out up to
70% Faster, including Faucets,
Fixtures, Shower Heads, etc.

CLOTHING _____
Wears out 20 to 40 % Faster

PRICELESS COSTS

CLEANLINESS AND HEALTH _____
Home, Children, Skin, Hair, Tubs,
Toilets, Sinks, Floors, Clothes,
Environment, Lifestyle, and More!

MONTHLY _____

ANNUALLY _____

10 YEARS _____

20 YEARS _____

40 YEARS _____
Forever and Ever...

MONTHLY _____

TOTAL INVESTMENT _____