

A Marketing Philosophy for FingerTec® Products

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Five Most Effective Sales Approaches For FingerTec® Products

1. **Money Back Guarantee**
This is one of the most effective strategies for sales approach to help you to close the deal faster.
..... (Pg 2)
2. **Product Demonstration**
Seeing is believing. But, to feel, to touch, and to try out the product is something more reassuring.
..... (Pg 3)
3. **Product Know-How**
Know-how is the strongest convincing tool. It gives you better power to close sales.
..... (Pg 5)
4. **Understanding Customer's Needs**
Resellers should have sufficient knowledge for the industry they enter, and understand their customer's requirements beforehand.
..... (Pg 6)
5. **Finding Punch Lines**
Punch lines help us to emphasis on main points. It makes sales talk more straight to the points; make prospects catch the messages on products fast and effective.
..... (Pg 9)

Product Positioning

Fingertec® products should be positioned as office automation devices rather than as security systems because to position FingerTec® as security systems, we would be encountering with more challenges in the market. Furthermore, security system market is smaller in comparison to office automation market.

Office automation offers a concept towards efficiency, effectiveness and cost-cutting means, which would be well received by all industries, because office automation system normally integrates with a company's business operation. Security system is typically set as a threshold or as an outer layer of protection; it does not



incorporate with a company's business operation.

FingerTec® is used as door access system and time attendance system, which is usually linked to entry level protection; it provides sufficient data for every staff inflow and outflow, which linked to office automation, besides safeguarding a company's assets and privacy.

Product Tagline



The slogan conveys the idea that a fingerprint (fingerprint system) is able to solve all the problems arising from card access system and/or punch card system.

Examples of the problems include:



1. Buddy punching



2. Manual calculation



3. Card with hidden cost

Five Most Effective Sales Approaches For FingerTec® Products

1. Money Back Guarantee

This is one of the most effective strategies for sales approach. Fingerprint devices are still considered new for many people. New normally creates skepticism towards the products no matter how good your selling skills are. Selling skills help to create the earnest of trying and buying, but for many small companies, new and uncertainty hold them back from closing the deal. By putting a **"Money Back Guarantee"** clause in your terms and conditions of the quotation, this would probably help you to close the deal faster.

Execution:

1. "Money Back Guarantee" clause is valid only for the product costs and not inclusive of implementation costs.
2. The period for money back guaranteed is limited to one month only. After one month, any request

for the clause would not be entertained.

3. Customers need to fill a form to provide reason why they want to return the product.

The purpose is to help the

principal understand the situation and improve on the product.

4. Resellers need to return the form

to the principal.

5. If the product does not look new after it is returned e.g. scratches on the surface, please return the product to the principal for an exchange.

The rationale:

Unless the product really does not work or dissatisfaction arises towards the products, corporate clients seldom ask for refund or try to return the product after they have spent so much time on the training. Plus, RM600 on the training and implementation costs would be deducted.

"Well, if we can't increase our sales, is it possible to have our money cloned?"



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