

## Opinion: Time for Performance Sales

The central banks and politicians who are dealing with the current global financial crisis are tasked with limiting the psychological impact as well as the real impact. Confidence is going to be a key factor if recovery is to follow.

The need for positive psychology extends beyond the feelings of stock market trade and into people and their shopping patterns. Some people will spend less at retail because they have less money. Some spend will be lost to anxiety – the psychology factor – where people choose not the purchase items that they can, in fact, afford. The effect of this negative psychology can then cause further harm.

This is an area where well-organised, outsourced sales teams can help.

Recent meetings with my colleagues from France, Spain and the UK indicate that there is no let up in footfall at hypermarkets and retail centres and those reports concur with our understanding here in Germany. People are still out there shopping in high numbers – but they are spending less. The challenge is to get them to spend with you and to succeed you need to find the right consumer with the right product.

Face to face selling is very precise for this, and accountable, and so 2009 will see more performance related sales activities. The client budget for this is easy to justify as the activity pays for itself. Sectors that are likely to take this route are in media, telecoms and utilities.

These clients are seeking more than just sales. They want quality sales. This means that they want active contracts signed up with credit worthy reliable consumers that will bring them long term value. To achieve that, the sales team must be deployed in a sophisticated way following data analysis and market research. Factors such as region, social demographics and propensity to purchase need to be properly understood in advance of any targeted campaign. Teams can then reach these consumers, either door to door or in high footfall catchment areas depending on the intelligence drawn from the data.

The current financial climate will put some marketing budgets on hold and even halt some altogether but one message is clear. If you stop selling, your business will be in deep trouble. It is by successful selling of the right products that businesses can turn the corner and jointly overcome the recessive climate.

*SERVICE INNOVATION GROUP delivers process optimising solutions for sales and retail and is offering its services in all European core markets. At present more than 150 brands European wide are using SERVICE INNOVATION GROUP as their service partner.*



**Juergen Mueller**  
is CEO of  
**SERVICE INNOVATION GROUP**

## FM FORUM

### Errata: Award's special issue

In the award's special issue we made two mistakes, a printing error on an advert for CACI and a factual error in text about Service Innovation Group (SIG UK). Apologies to all concerned.

#### CACI

Our corrupted file lead to the misprint. A correct representation of this advertisement appears on page 30.

#### SIG UK

We incorrectly listed Russell Holland as Product Group Director. Russell is no longer with SIG UK and the correct contact should have been Tracey Bagshaw, managing director. The text is repeated in full below.

### Service Innovation Group (UK)

Best Quality - Best Price service innovation group - strategic outsourcing-partner for the brand industry and the trade in Europe service innovation group as a European service group develops and implements outsourcing solutions. As an innovative pacesetter in the development and implementation of specific services in the areas of SALES, MARKETING and RETAIL, service innovation group is one of the most up-to-date providers of process oriented and technology supported services in Europe. Service innovation group flexibly supports its customers in the marketing and distribution of their products, focusing on SALES, PROMOTIONS, MERCHANDISING, INSTORE LOGISTICS and EVENTS. Contact: service innovation group UK, Tracey Bagshaw, Managing Director Tel. +44 (0) 20 8457 6400 Mail tracey.bagshaw@sigeurope.co.uk URL [www.serviceinnovation.com](http://www.serviceinnovation.com)