

For the Love of the Spa Sale

A SALES AND INDUSTRY VETERAN GIVES AWAY HIS SELLING SECRETS IN A NEW HOT TUB BOOK.

MARCO LONGLEY LOVES TO SELL. He's sold everything from timeshares and real estate to pharmaceuticals, hot tubs and everything in between. With the exception of cars, Longley doesn't seem to care what he sells, as long as he's selling. After 34 years of doing it, he's learned quite a bit and decided it was time to share his knowledge with the rest of us.

"I had no anticipation or intention of ever writing a book in my life," Longley says. But after the hot tub manufacturer where he was working as the director of sales and marketing, Pacific Spas, closed its doors in January of 2009 he was, as he puts it, "involuntarily unemployed" for the first time in his life. As he went through old papers, cleaning house and trying to determine his next move, Longley found himself unable to toss the notes and course materials he had spent hundreds of hours working on. These were not just for Pacific Spas, but for other hot tub manufacturers and companies outside the industry. The training manuals that he had worked on, and what he suspects other companies have produced, were never about training people how to sell, he says, but rather geared towards teaching people how to promote their product line.

Since there hadn't been a book written, at least that he was aware of, that focused strictly on selling hot tubs, and since he found the existing programs lacking, Longley decided to take on the challenge. His book, *The Ultimate Hot Tub and Pool Sales Book*, debuted in November of 2009.

Longley has strong feelings about how one should sell and plenty of tips on how to do it. But what he really wants to get across in his book and at the many conferences and seminars he speaks at, is that selling isn't about what you say, it's about how you listen.

"It's fascinating that at the end of the day we're all the same,"



MARCO LONGLEY

Longley currently lives in Vancouver, B.C., and travels the world consulting and giving sales seminars for several industries.

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To purchase *The Ultimate Hot Tub and Pool Sales Book* or to keep up with Longley, visit his website at TOP10SALESANDCONSULTING.COM.

Longley says of doing sales and sales consulting around the world. "[Sales is] just understanding that the person in front of you has a problem or a need or a concern and it's our job as sales professionals to understand that. I don't want to sell somebody my product for my reasons; I want somebody to invest in a product for their reasons. And that's a huge difference in selling."

It's that kind of psychological selling that he teaches in his book using a lot of examples for all types of situations and consumer responses.

"Everything you or I say in sales is based on the previous comment from the customer. So how do you write that down? That was the biggest challenge in writing [the book] because sales is very fluid. It's a very fluid relationship between seller and purchaser. That's why there's so many different examples of features and benefits and how to use these in terms of promoting the product and how to use tie downs and how to ask questions and confirm it [by asking], 'Does that make sense to you,'" he says.

Longley says that during the boom years of hot tubs in 2002 and 2003, salespeople were more order takers and product demonstrators. But as sales steadily dropped off since then, and now with the economic hardships of the last two years, it is time to become professional salespeople again.

"Especially today when people are concerned about, 'Am I going to have a job in six months?'...[but] if they're in your store, there's a pretty good chance they've reconciled that with themselves and they are ready to move forward," he says. "But it's so easy for them to get spooked that now it takes a professional salesperson to take them by the hand, and I don't mean that sarcastically, and to walk them through the sales process in a professional manner."

Now that Longley isn't on a showroom floor selling to a consumer, how does he scratch that sales itch? Well, by helping you.

"At the end of the day, if I can promote a product a service or an offering that improves the quality of your life, I've done my job. If I can help change the incomes of people that read my book or hire me, I've done my job." ■

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