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Tapescript – Wendy

The article is about cosmetics more specifically about Estée Lauder who revolutionized the way of selling cosmetics so perfumes, etc. I think the main thing that she focused on was a style, a feeling. It talks about a dream and how you can have a dream in a bottle. I think that's, these days, what a lot of products are about. It's not necessarily a necessity that you're buying it's a feeling and I think that's what Estée Lauder was trying to achieve and certainly with something like perfume which is linked to the senses that method works very well.

One thing I think that she was particularly good at is actually getting very involved and they use the term 'hands on'. I think there are a lot of entrepreneurs, bosses, who are very good at delegating but rarely get their hands dirty. It sounds like Estée Lauder went out and really worked very hard, giving free makeovers, free demonstrations and I think that's a sign of a very good boss. I think there's nothing worse than seeing a boss tell their staff that something needs doing when actually they could have done it in the time that they took to ask an employee.

The article suggests that around the time that Estée Lauder was up and coming there were things that today we take for granted. For example, if you buy a perfume or some product from a cosmetic range these days you almost expect to get a free gift, perhaps a sample of cream, another perfume. Estée Lauder is the one who apparently initiated this and it's now, now standard. I think a lot of companies now are using this method. They possibly, initially, end up spending a lot of money on the creation of these extra gifts but what they're getting is customer loyalty. There are plenty of companies these days: fast-food restaurants, newspapers, that give away something for free. For example, you might get a free toy when you buy a burger and actually the kids seeing that toy are more interested in the toy than the food but that's what gets the entire family into the restaurant and brings money into the company. In the UK, newspapers give away CDs, DVDs. You'd think that something like that would cost so much to produce that the newspaper



wouldn't actually make that much money from it but what's happening is the customer is choosing to pick up their newspaper from the shelf instead of another which doesn't have a gift.

I think it's interesting to ask what makes a good sales person. I think there is a bit of a negative stereotype when we think of sales people. We think of people who are pushy, perhaps over-confident, never take no for an answer and they just bombard you with lots of information about a product that actually you might not even want. Having said that, a good sales person is someone who develops a bit of a relationship with the customer, knows the market really well and knows the product well. It's not only about knowing exactly how the product works and what it does but making it relevant to the customer. How will it make that customer's life better? They also have to make sure that they give all the relevant information: the price, where they go to get it but the worst thing for any sales person is to be too pushy. A certain amount of persistence, I think, goes a long way. There are customers who...they're half interested, they're not too sure and they just need that sales person to help them feel as though they've made the right decision.

I personally could never be a sales person unless I 100% believed in the product. That's certainly something that Estée Lauder seemed to do is that she believed in her products and wanted to sell them. Being a sales person, trying to sell double glazing or a product that you're personally not interested in, I think, must be really really challenging and it takes a very specific type of person who can pass their enthusiasm onto the customer and engage with them and sell that product.