

Here to help

Sales and business management consultants Prosell has appointed Sydney-based Alan Alderson as practice director for the photographic industry. Alderson has a strong background in photography and printing.

Alderson's claim that "we have never failed to improve retail sales for any of our clients by less than 11 percent," will make a lot of struggling retailers take note, though whether there's a lot of business for Prosell out there among cash-strapped independents remains to be seen.

"Recent studies have indicated that there is an increasing trend of poor performance amongst sales staff within the photographic industry," he said. "Reasons cited for this drop in productivity include business owners not being willing to invest in the development of sales staff, skewed

perceptions of what is good customer service, and business margins not providing the financial means to provide staff with necessary training programs."

Alderson says that businesses need to start by analysing their employees' individual sales style:

"Because all sales people are different, no one method works for everyone. If a manager is aware of how each of their employees operates they are way ahead of the competition. The biggest challenge sales professionals' face is that the traditional sales and customer engagement process are no longer relevant.

He said that the question for sales staff is no longer, "Which is the best brand of camera?" but rather, "I want X brand of camera, why should I buy it from you?" Salespeople need to know the strengths of



Prosell's Alan Alderson wants to work with photo retailers to increase sale staff results.

their business compared to their Big Retail competitors.

"An investment in sales staff can work towards reversing the decline in sales performance within the industry. Business owners operating in the small business arena must seek the means and solutions that will arm sales people with the necessary tools to increase performance and productivity."

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