

## Building Relationships Your Competitors Can't Steal

Adults learn better and retain more when they are \_\_\_\_\_ in the process.

What do you mean?

- \_\_\_\_\_%
- \$ \_\_\_\_\_
- \_\_\_\_\_

What do you mean "consulting?" Giving \_\_\_\_\_."

### The Three Secrets of Success

1. You've got to \_\_\_\_\_ what you're doing.
2. You've got to \_\_\_\_\_ you \_\_\_\_\_ what you're doing.
3. You've got to be \_\_\_\_\_ for what you \_\_\_\_\_.

When you are \_\_\_\_\_ people (customers) come to you for \_\_\_\_\_ and \_\_\_\_\_, not your \_\_\_\_\_.



### The Evolution of the Sales Mindset

- Era 1: \_\_\_\_\_
- Era 2: \_\_\_\_\_
- Era 3: Become a source of \_\_\_\_\_

### Winning the game within the game of selling. The Missing Metrics

- Sales process metrics
- \_\_\_\_\_ metrics
- \_\_\_\_\_ metrics

### Sales process metrics/advances/new business moves

1. Get referral
2. Dial the phone (The reason for my unexpected sales call is \_\_\_\_\_.)
3. Have the first meeting
4. Do the needs analysis
5. Write a proposal
6. Make a proposal
7. Confirm the order

What do you mean "great relationship?"

What do you mean, "Take it to the next level?"

### Relationship Metrics: The Chart Relationship Analyzer

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# THE CHART

	<b>LEVEL</b> <b>1</b>	<b>LEVEL</b> <b>2</b>	<b>LEVEL</b> <b>3</b>	<b>LEVEL</b> <b>4</b>
<b>OBJECTIVE</b>	To open doors; to "see what's going on"	To persuade and make a sale, or to advance the prospect through the process	Customer creation and retention; to "find the fit"; upgrade the client and gain information	To continue upgrading and increase share of business
<b>LEVEL OF TRUST</b>	Neutral or distrustful	Some credibility	Credible to highly credible, based on sales person's history	Complete trust based on established relationships and past performance
<b>APPROACH &amp; INVOLVEMENT</b>	Minimal or non-existent	Well-planned; work to get prospect to buy into the process	True source of industry information and "business intelligence"	Less formal and more comfortable because of trust and history
<b>CONCERN OR SELF-ESTEEM ISSUE</b>	Being liked	Being of service, solving a problem	Being a resource	Being an "outside insider"
<b>PRE-MEETING PREPARATION</b>	Memorize a canned pitch or "wing it"	Set objectives, pre-script questions, articulate Purpose, Process, Payoff	Research trade magazines, internet, analyze client's competition	Thorough preparation sometimes with proprietary info not available to other reps
<b>POINT OF CONTACT</b>	Buyer or purchasing agent	End users as well as buyers or purchasing agent	Buyer's end user and an "internal coach" or advocate within the client's company	"Networked" through the company; may be doing business in multiple divisions
<b>PRESENTATION</b>	Product literature, spec sheets, or rate sheets	Product solution for problem uncovered during needs analysis	System solutions	Return on investment, proof and profit improvement strategies

▲ PREFERENCE SETTINGS

**BIG IDEA:** The \_\_\_\_\_ of every meeting and every client relationship is measurable.

**Reality Check:** The last conversation is the relationship.



**What are 5 things you can do with The Chart besides filing it?**

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_

**What do you mean "great meeting?"**

- "Hot prospect"
- "Really interested?"

**Engagement Metrics:** The number of prospects who have you on \_\_\_\_\_  
\_\_\_\_\_ for a next step is the leading indicator of sales success.

**Hooked on Hopium:** The 225-mile sales call

**The "Magic Question"** Are you willing to work with me on a \_\_\_\_\_  
\_\_\_\_\_?

**Important distinction:** \_\_\_\_\_ will put you on their  
calendars for a next step. \_\_\_\_\_ will let (or  
make) you chase them down.

How many *real prospects* do you have in your sales pipeline?

**IDEA:** A good question to ask at the beginning of many meetings: What would have to  
happen in the next \_\_\_\_\_ minutes for you to say this was a \_\_\_\_\_  
\_\_\_\_\_?

**Quit Making** \_\_\_\_\_

- Start making and \_\_\_\_\_ your \_\_\_\_\_  
\_\_\_\_\_ (SSCs).

**Performing Sales Pipeline Angioplasty**

**REALITY CHECK: Sales Pipelines are Clogged with Dead and Dying Deals**

- \_\_\_\_\_% of deals don't close when they are projected to close
- \_\_\_\_\_% of projected deals don't close at all
- \_\_\_\_\_% go to a competitor
- \_\_\_\_\_% go to \_\_\_\_\_



**STRATEGY: Ask the Magic Question and Use the Magic E-Mail to Perform Sales Pipeline****Angioplasty**

- Separate Prospects from Information Seekers
- The Magic E-Mail: Subj: Quick Question
- I have you on my \_\_\_\_\_ list of people I'm expecting to hear back from. Am I \_\_\_\_\_?

**Answer the prospect's 5 \_\_\_\_\_ early in the meeting.**

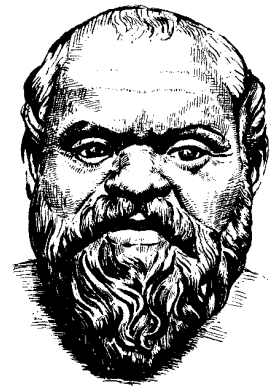
1. Why are you here (Purpose)?
2. What's going to happen (Process)?
3. What's in it for me (Payoff)?
4. What are your \_\_\_\_\_?
5. How \_\_\_\_\_ is this going to \_\_\_\_\_?

**Avoid doing the 10 things buyers dislike**

1. Lack of \_\_\_\_\_
2. Lack of interest or \_\_\_\_\_
3. Over-aggressiveness and failure to \_\_\_\_\_
4. Lack of product knowledge
5. Lack of follow through
6. Taking the customer for granted
7. Lack of understanding of the customer's business
8. Failure to make and keep appointments
9. Lack of creativity
10. Failure to keep promises

Use the "Magic Phrase" In \_\_\_\_\_ for this \_\_\_\_\_ I ...

**SOMETHING SOCRATES SAID:** "I cannot teach anybody anything. I can only get them to \_\_\_\_\_."



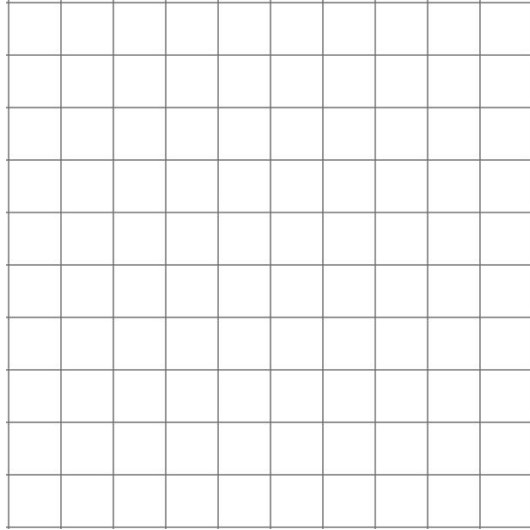
**THINK ABOUT THIS:** What is selling like when you are at your very best?

- How do you \_\_\_\_\_?
- How do you \_\_\_\_\_?
- How do your advertisers and prospects \_\_\_\_\_ to you?

**What do you mean "persuasive"? The 3 "vibes" you give off when you are at your very best.**

1. I'm \_\_\_\_\_.
2. I \_\_\_\_\_ what I'm \_\_\_\_\_.
3. I \_\_\_\_\_.



**The Bob Voss Story**

**Final Magic Phrase:** \_\_\_\_\_.

- Clients buy the WAY you sell before they buy WHAT you sell.

**What do you mean “closing?”**

The trouble with the word **CLOSING**

**New Ways to Think About Closing**

- \_\_\_\_\_ the \_\_\_\_\_
- \_\_\_\_\_ the \_\_\_\_\_
- \_\_\_\_\_ the \_\_\_\_\_

**Zero Pressure Closes**

1. I would \_\_\_\_\_ to \_\_\_\_\_ as a \_\_\_\_\_.  
Is there any reason why we can't get started?
2. What would \_\_\_\_\_ ?
3. Once you \_\_\_\_\_ this, what happens?

**What was the highlight of your day?**

- Ask, “What was the \_\_\_\_\_ of \_\_\_\_\_ for you?”



**Education without action is entertainment.** To know and not to do is not to know. A training program that doesn't change your behavior in some way is as useless as a parachute that opens on the **FIRST** bounce. Take ***application notes***. Decide which concept or new approach you will use with specific clients and prospects.

Idea #1: \_\_\_\_\_

Applies to: \_\_\_\_\_

Idea #2 \_\_\_\_\_

Applies to: \_\_\_\_\_

Idea #3: \_\_\_\_\_

Applies to: \_\_\_\_\_

Idea #4: \_\_\_\_\_

Applies to: \_\_\_\_\_

Idea #5: \_\_\_\_\_

Applies to: \_\_\_\_\_

Idea #6: \_\_\_\_\_

Applies to: \_\_\_\_\_

Idea #7: \_\_\_\_\_

Applies to: \_\_\_\_\_

Idea #8: \_\_\_\_\_

Applies to: \_\_\_\_\_

