

Relationship Selling

"Building Partnerships With Lasting Results"

Presented by

P3 Solutions

Relationship Selling

"Unless a man undertakes more than he possibly can do, he will never do all that he can."

- Henry Drummond

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Take more chances than you dare.
You'll make more sales than you expect. That's the formula.

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"Don't measure yourself by what you have accomplished, but by what you should have accomplished with your ability."

- John Wooden

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"Impact the future just as you impact the past."

- Wayne

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Importance of Commitment:
Breakfast of ham and eggs. The chicken was involved, but the pig was totally committed.

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A satisfied customer is simply someone who isn't pissed off!

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FOCUS. You can see the path when no one else can!

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Our Workshop Focus

- Bonding & Rapport
- Creative Solutions
- Mistakes that impact sales performance

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- Rules of Engagement for this session
- Evaluate yourself on today's concepts.
- The objective is to make you better.
- Ask anything any time. Challenge anything any time.
- Take this information and adapt it to your style.
- Take great notes and record them to yourself.

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- Ernie Els quote in Sports Illustrated May 10th 2008

"Tiger could have won this by six or seven, who knows I missed four putts inside eight to ten feet. I still need to improve on making those big putts. I need to make those putts down the stretch because there will be a tournament where Tiger is in contention and hopefully I'll get a chance to try and beat him. So there are things I need to improve upon."

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- Four Fundamental Truths about SELLING
- 1) Without **meaningful dialogue**, there is no selling.
- 2) Where **trust and rapport** are strong, selling pressure will always seem weak.
- 3) Where trust and rapport is **weak**, any selling pressure will appear **strong**.
- 4) The more you **learn from customers**, the more likely you will have personal relationships with them.

A World of Possibilities

What is the most creative thing that you have done to add a new client?

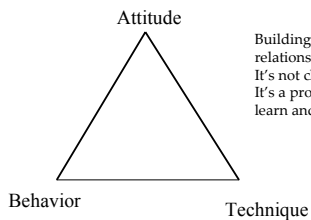
What is the most creative thing you have done to keep an existing client satisfied?

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• A “profitable” relationship begins with Bonding & Rapport. This is:

- 7% Verbal (words spoken)
- 38% Tonality (sound of words)
- 55% Natural feelings

Development Triangle



Building “profitable” relationships is a process. It's not chemistry or luck. It's a process you can learn and replicate.

A World of Possibilities

- What do clients want?
 - No Hassles
 - CMP
 - ?
 - ?
 - ?
 - ?

Relationship Selling

- Mistakes that impact your performance
 - Giving into self limiting beliefs
 - Not improving your self-esteem
 - Lack of self-discipline
 - Living in the past or the future
 - Thinking people buy from people they like
 - Losing control of the sales process
