

Relationship Selling

OVERVIEW

Relationship Selling occurs when you can offer your customers solutions, treat them as life-long partners, deliver stellar service, follow-up on a regular basis, offer more than is expected of you, and keep the lines of communication open.



6 RELATIONSHIP SELLING STRATEGIES

SKILL

1 Confidence

“I don’t want to be pushy!”

Make everything about you say, “I am confident, really confident.”



Knowledge

- Credibility
- Research
- Product knowledge
- Add value to their lives

Service

Convince vs. Engage the Sale

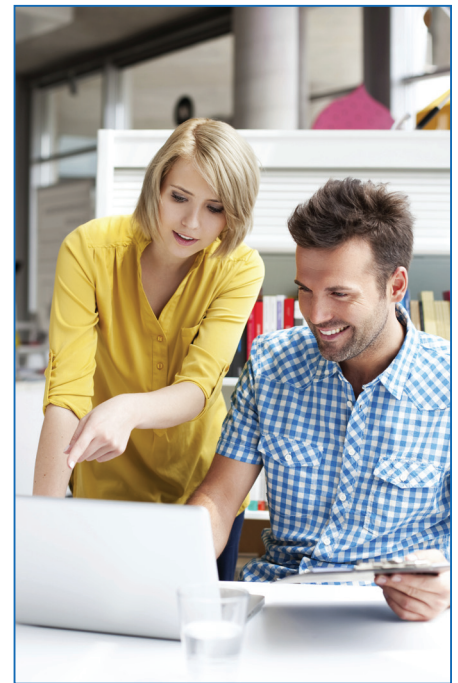


Communication

You are a projector showing movies in the minds of others. The pictures you paint with your words can determine how others respond to you.

Connection

- Be customer-centric
- Be personable
- Be approachable
- Be interested
- Be patient
- Be real







SKILL

6

Follow-Up

The fortune is in the follow-up. To keep your communication momentum alive, you need to provide value with every interaction, even a quick follow-up call.

- **Re-emphasize the Value:** Your prospects will respond because of the impact you and your business can have on their lives. Remind them of how you can support them to achieve their emotional why.

Example: *"When we met the last time you had mentioned how excited you are about your upcoming wedding, just not the huge and growing price tag that goes along with it. I would love to explore some ideas about how a (company name) business could help pay for your special day. Let's set a time to reconnect and discuss the possibilities."*

- **Share Insights:** Prospects are more open to work with someone who is thinking about their (the prospect/customers) interests and success. Be that person.

Example: *"I have been thinking about our last conversation and remember you sharing with me that (your child is going to college soon, you are interested in purchasing a home, you are planning a winter wedding, again something of great significance that they shared with you during your last meeting.) I thought you might be interested in hearing some of the strategies that another consultant used to earn enough to pay for 100% of the down payment towards the purchase of her home. Do you have a few minutes for a quick conversation?"*

- **Educate:** Your prospect may be asking themselves, "Does it make sense for me to become a consultant or not?" Stay connected and always provide valuable insights that give them more reasons to consider this business.



Example: *"I know this is a big decision for you and I thought you might be interested in a recent (article, training call, incentive, or something about (company name) that is relevant to them specifically.) If you are open, I will send you _____. May we set a time this week to chat about your thoughts or any questions you have based on this _____ I send you?"*

WRAP UP

My biggest AHAs for the training:



My WOW (within 1 week)
