

Flavor 2010

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The Difference Between a New Account and a New Relationship

I MADE THE SALE!

The power of sales is not selling or making the sale. The power of sales is building trust, value, and relationship to earn referrals, testimonials, and the next sale.

Here are the elements that will HELP you move toward relationship.

- The value of friendly. How friendly are you?
- The value of enthusiasm. How enthusiastic are you?
- The power of belief. How deep is your belief in your company, your products and service, and yourself?
- The power of a first impression. How excellent is your first impression?
- The ability to engage. Dialog, not monolog. How much does your customer talk in your presentation? How compelling are your questions?
- Tell me what you CAN do—not what you CAN'T do. Create a (sincere) positive atmosphere.
- Tell me how I profit and how I win. Customers want to know what's in it for them.
- Uncover the real customer buying process. If you know how they buy, it might help you to get to the real decision maker.
- Uncover their motives and reasons for buying. Why they buy is a million times more powerful than how to sell.
- What's your "toaster" offer? What's my incentive (beyond price) to buy from you?
- Reducing risk. If the risk is too high, I will stall, object, or lie ("We spent our whole budget") to get rid of you.
- View the customer from the other side. What does ownership of your product or using your service look like to them?



- Get to know your customers. How do they use your product? How do they profit? What are their obstacles to success? What are their goals? How can you help them achieve?
- Building loyal relationships means taking loyal actions. How do you respond to their service needs?
- How easy is it to do business with you? When I call your office, are you asking me to select from among eight options (to serve me better)? Or is your phone answered 24/7 by a live answering service?
- What are you doing to build value? How are you helping your customer beyond your product?
- Does the customer consider you a vendor or a resource? Are they calling you and asking for vital information and answers?
- What are you doing to stay in front of your customers? Do you have a weekly, value-based email magazine? Why not?

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