

Marketing Skills & Insights

Sales & MKTG

- 1) The Key to increasing Sales
- 2) Sales & Marketing
- 3) Sales & Relationships

1) The Key to increasing.... Sales

Great salespeople are
relationship builders who
provide value and help
their customers win

Jeffrey Gitomer

PICTUREQUOTES.COM

YOU DON'T CLOSE A
SALE,
YOU OPEN A
RELATIONSHIP
IF YOU WANT TO BUILD
A LONG-TERM,
SUCCESSFUL ENTERPRISE.

PATRICIA FRIPP



Success in channel sales is amplified by one crucial factor; the strength of your relationship with your customer or prospect.

Combine the dual qualities of
empathy and ambition in every
sales relationship.

Brian Tracy

A close-up photograph of two hands shaking in a firm grip. The person on the left is wearing a grey suit jacket, a white shirt, and a purple striped tie. The person on the right is wearing a dark grey suit jacket. The background is blurred, showing an office setting with a window and some greenery.

Why
Relationships
Matter to Sales

How do you
know so much
about us?

It's because I
care, and I hear
everything
you tell me.

That's why
we love doing
business
with you!



RELATIONSHIPS – THE KEY TO INCREASING SALES



by **TOM ABBOTT**

Your customers could be hurting you without you knowing. But how exactly are they hurting you? By not referring new business to you, it seems.



**“Make a customer,
not a sale.”**

Katherine Barchetti



2) Sales & MKTG



Relationship



Price



What is sales?



Message



Product

"Success in sales is the result of discipline, dedication and sacrifice."

~ Thomas Roy Cromwell



salesforce®



SALES STATISTICS

- 48% OF SALES PEOPLE NEVER FOLLOW UP WITH A PROSPECT
- 25% OF SALES PEOPLE MAKE A SECOND CONTACT AND STOP
- 12% OF SALES PEOPLE ONLY MAKE THREE CONTACTS AND STOP
- ONLY 10% OF SALES PEOPLE MAKE MORE THAN THREE CONTACTS
- 2% OF SALES ARE MADE ON THE FIRST CONTACT
- 3% OF SALES ARE MADE ON THE SECOND CONTACT
- 5% OF SALES ARE MADE ON THE THIRD CONTACT
- 10% OF SALES ARE MADE ON THE FORTH CONTACT
- 80% OF SALES ARE MADE ON THE FIFTH TO TWELFTH CONTACT

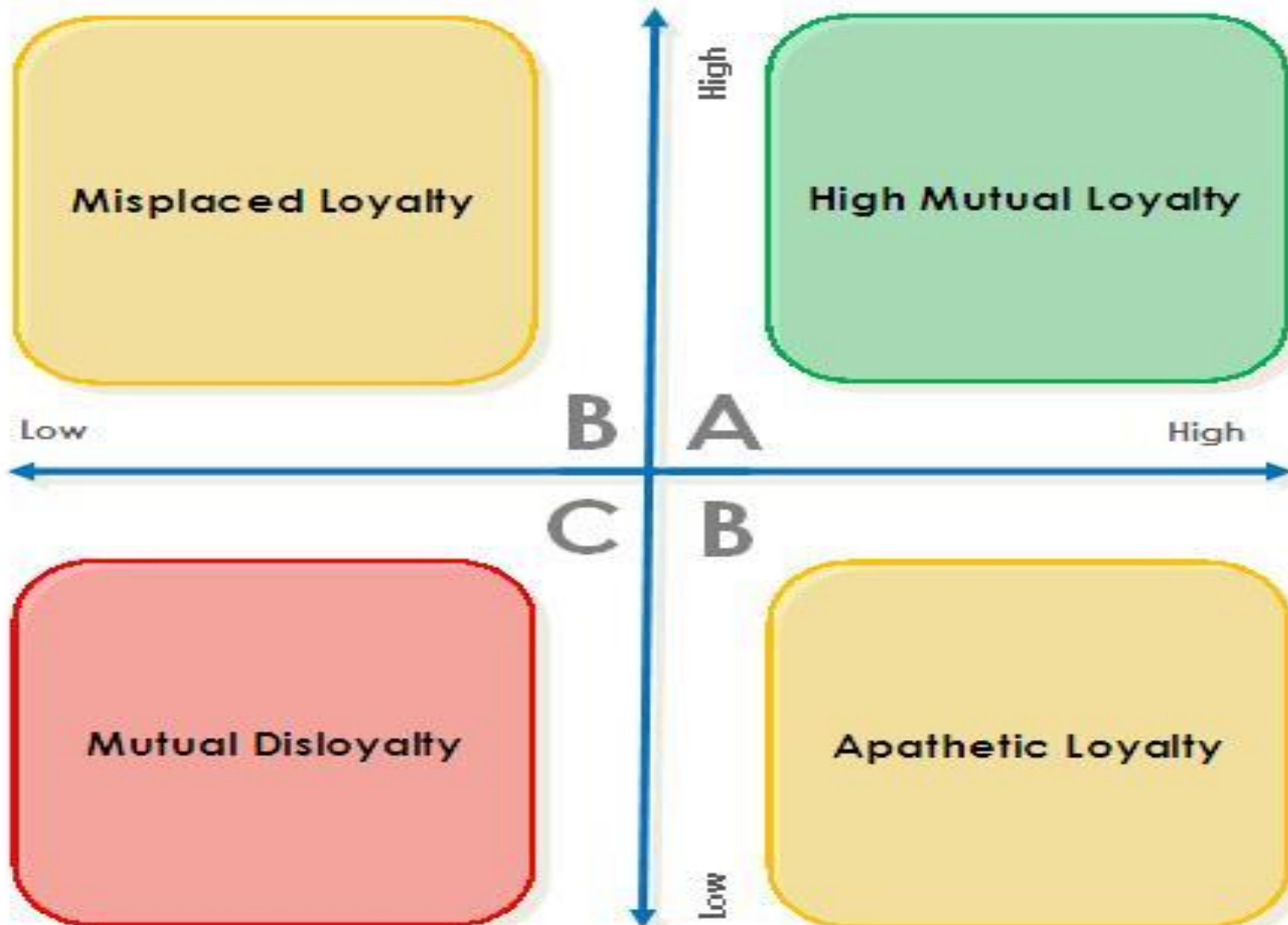
Pillars of Sales Support

Enhance the Relationship

- **Be available**
- **Arrange continued personal communications**
- **Maintain quality of products/services**
- **Provide ongoing updates and progress reports**
- **Be a resource for info, help and ideas**
- **Grow the business internally**
- **Ask for referrals**

SALES SENTIMENT MATRIX

Client Sentiment



Supplier Sentiment

Introduction

Create rapport, grab attention, relax buyer, establish agenda, use customer benefits.

Questioning

*Be interested in them. Active listening.
Check understanding. Build relationship.
What do they really want?*

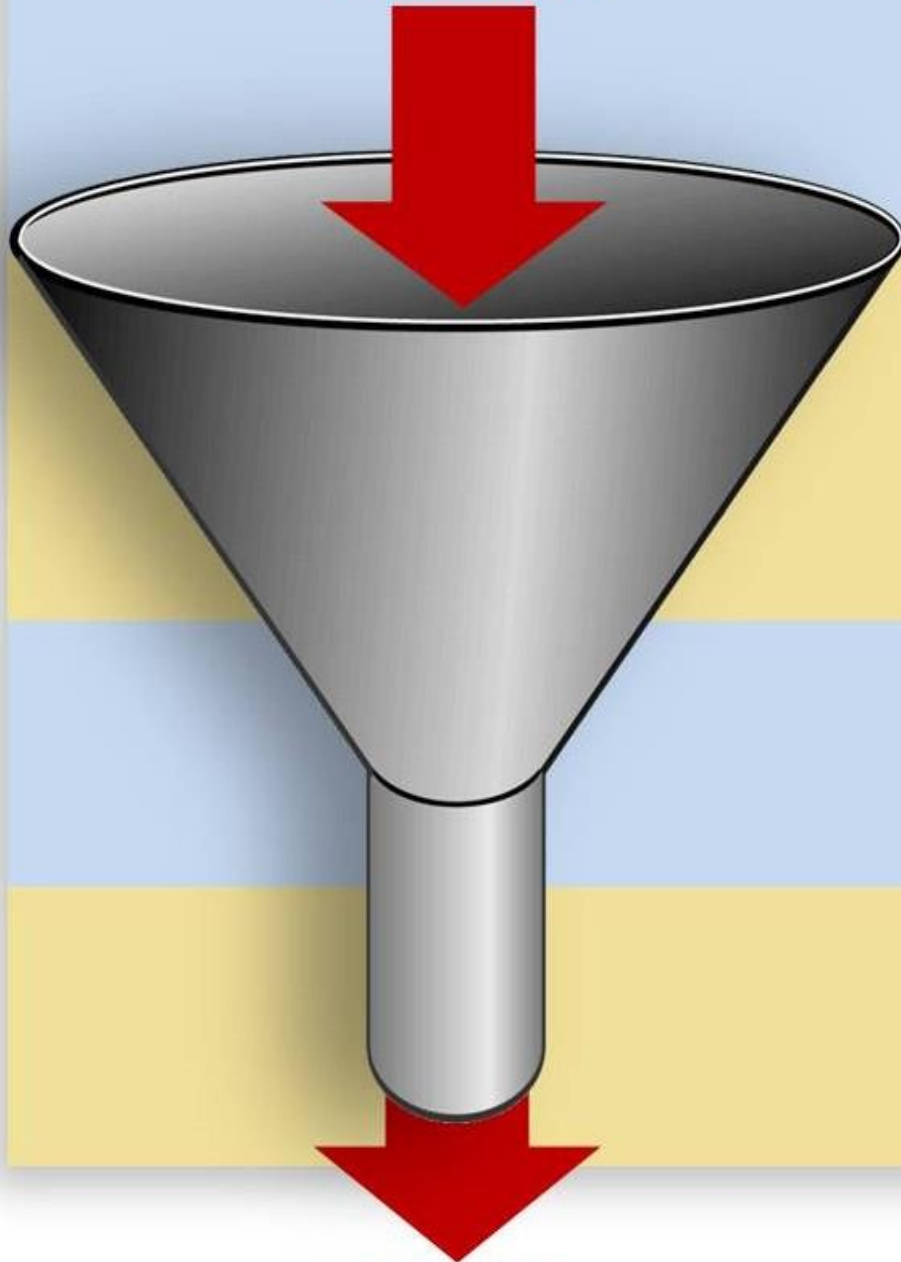
Sales Presentation

*Communicate clearly. Show benefits.
Personalize. Check understanding.
Take control. Engage their emotions.*

Closing the Sale

*Give them a logical reason to buy.
Use rapport built to reach agreement.*

PROSPECTS



CLIENTS

1. PROSPECTING

Identifying the right clients and opportunities

2. CULTIVATING

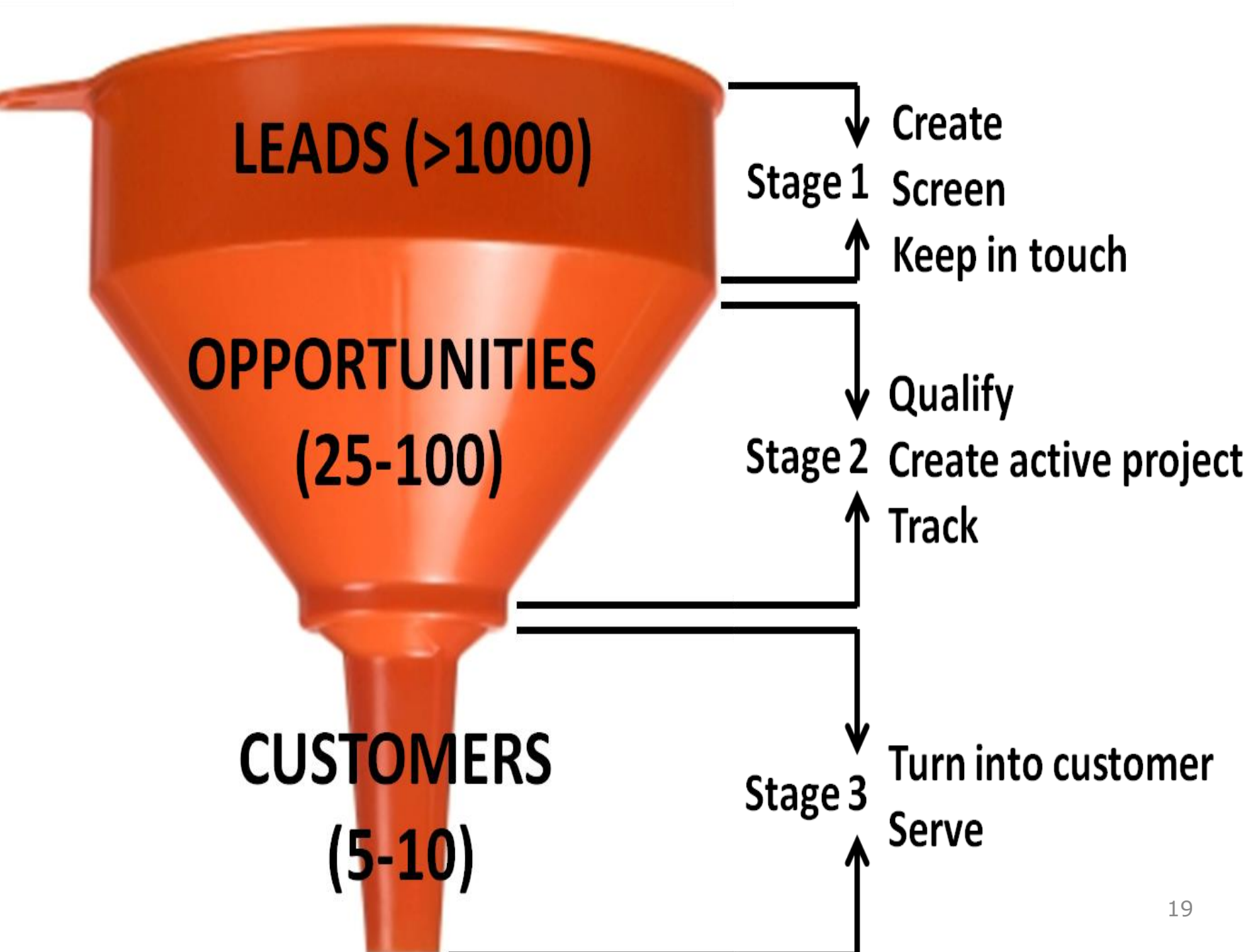
Building strong relationships and uncovering client needs

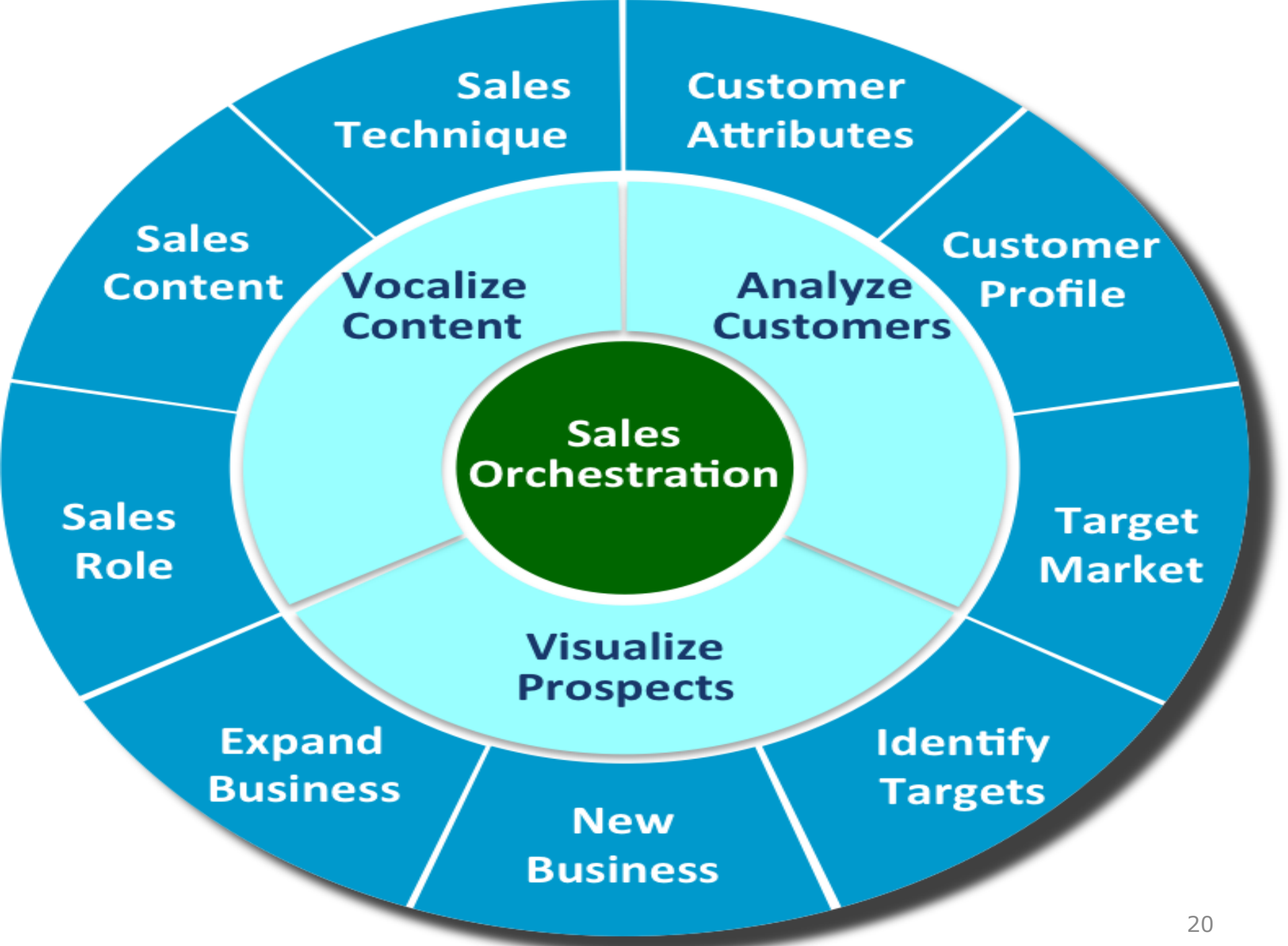
3. POSITIONING

Demonstrating your value and developing innovative solutions

4. CLOSING

Delivering a compelling win-win proposal





Mindwhirl

Sales Funnel / Sales Pipeline



Traditional Selling and Relationship Selling

Traditional Personal Selling	Relationship Selling
Sell products	Sell advice, assistance, counsel
Focus on closing sales	Focus on customer's bottom line
Limited sales planning	Sales planning is top priority
Discuss product	Build problem-solving environment
Assess "product-specific" needs	Conduct discovery in scope of operations
"Lone wolf" approach	Team approach
Pricing/product focus	Profit impact and strategic benefit focus
Short-term sales follow-up	Long-term sales follow-up



~ **RELATIONSHIP** ~ **FRAMEWORK**

■ DEMAND GENERATION

■ SALES EXECUTION

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Sales Continuum



Communicating Value in the Sales Message

- Execution of marketing mix programs
- Quality of the buyer-seller relationship (trust)
- Service quality
- Salesperson professionalism



Marketing

Sales

Interpersonal skills

Product knowledge

Market knowledge

Competence

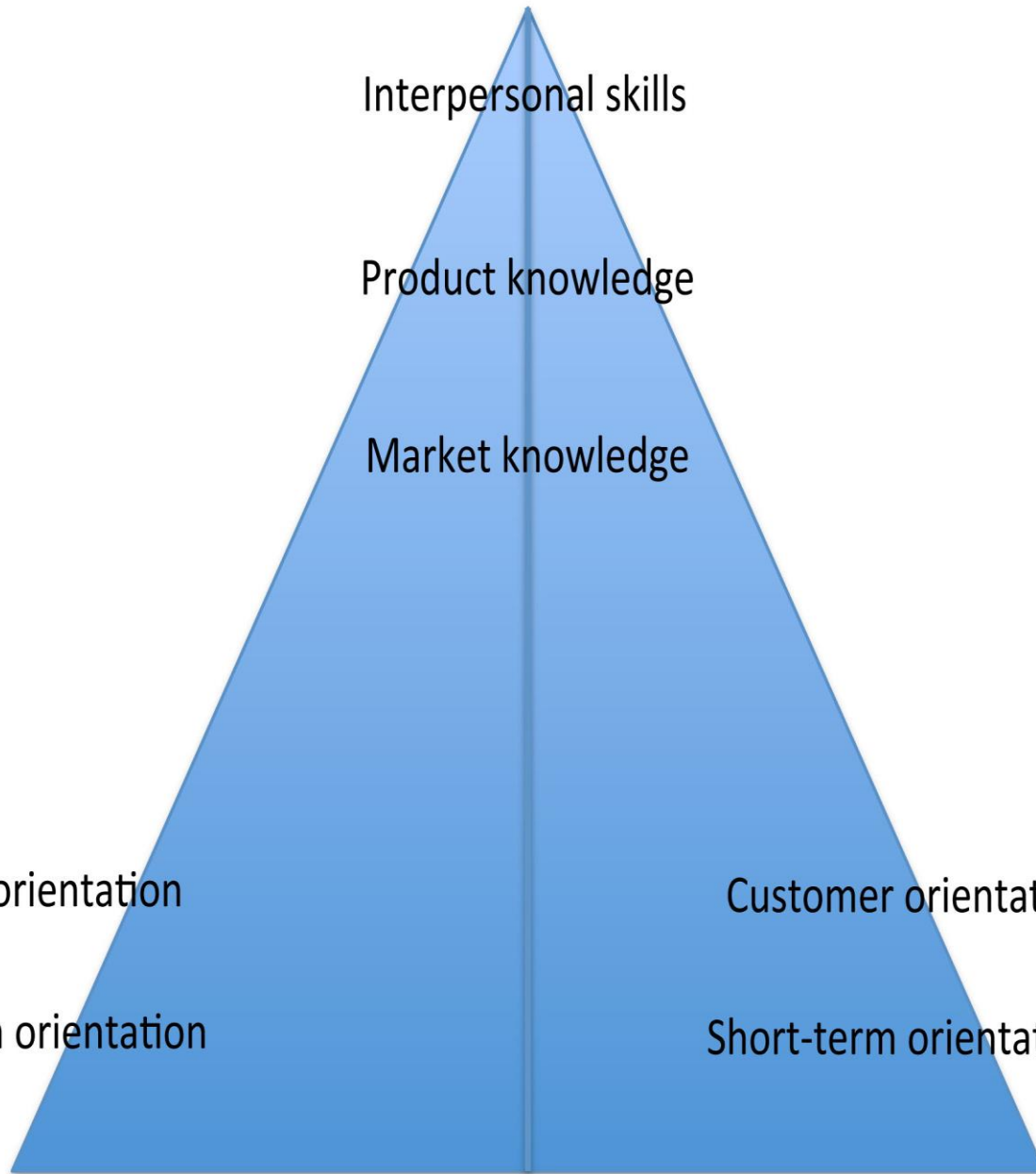
Product orientation

Customer orientation

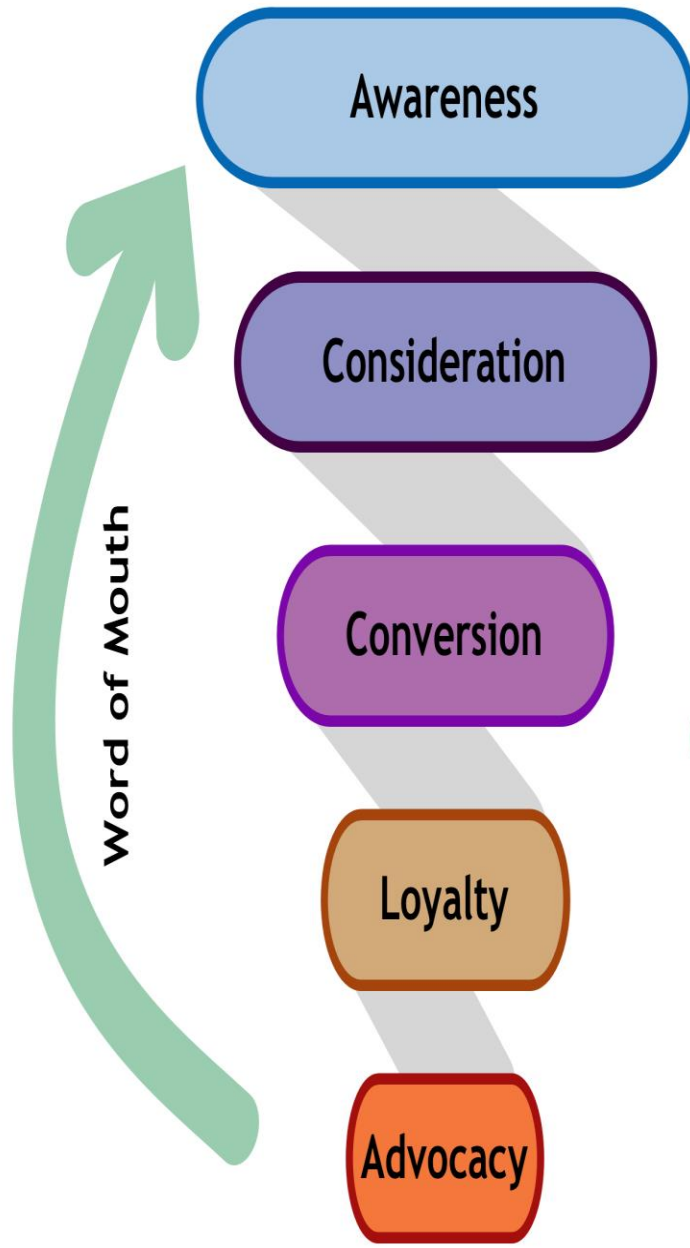
Orientations

Long-term orientation

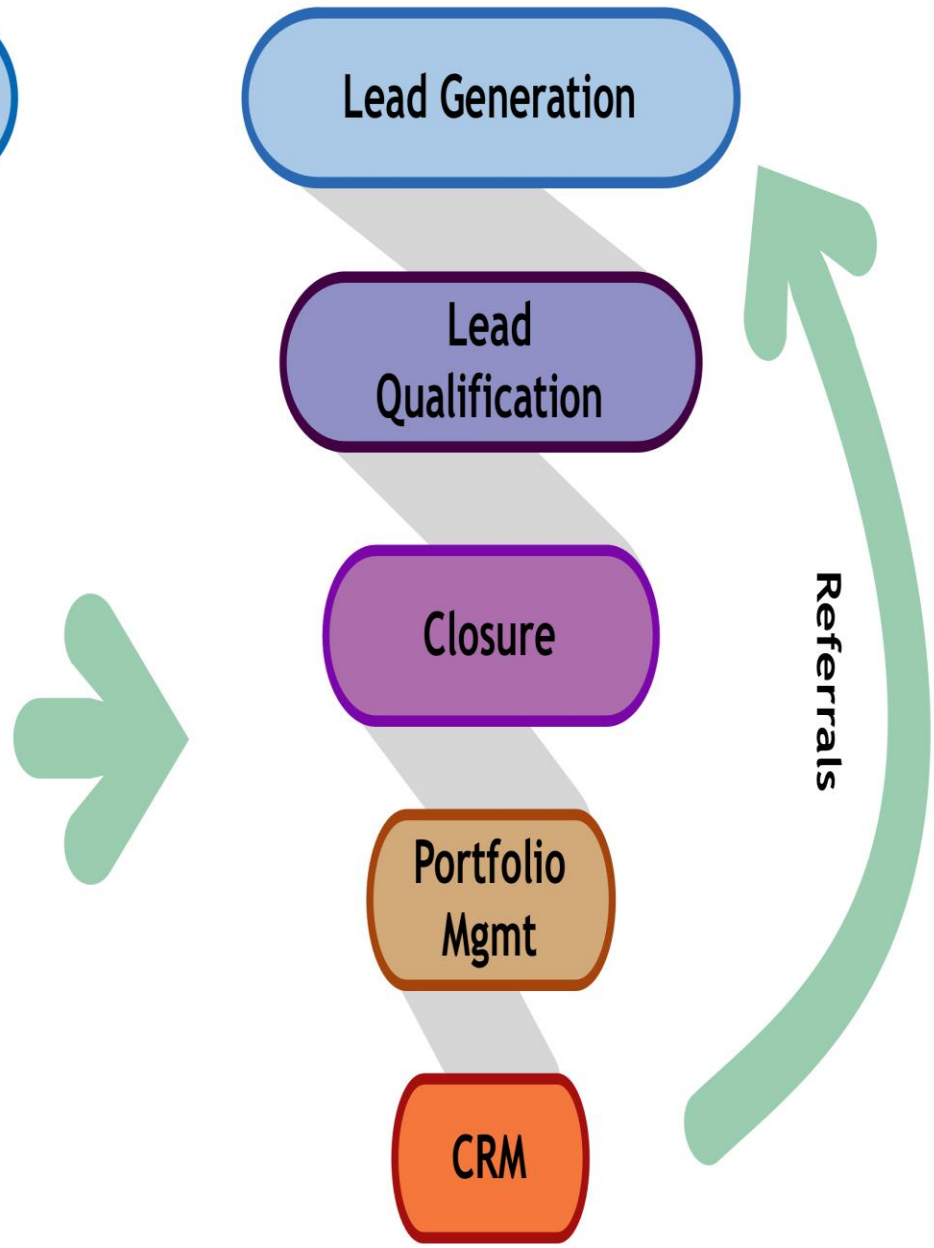
Short-term orientation



Marketing Funnel



Sales Funnel



The New Marketing & Sales Funnel

Then...



...Now





SALES & MARKETING
THE
LOVE / HATE
RELATIONSHIP



SALES & MARKETING HAVE MOVED IN TOGETHER

What's Next?

Brought to you by  InsideView®



POWER COUPLE

"They're so cute!"

VS.



TOXIC COUPLE

"They're so toxic!"

Marketing

Incoming
Inquiries

Email
Offers

Events

Website
Registrations

Unqualified Leads

Website

Lead Nurturing, Lead Scoring
Relationship Building

Return to
nurturing. Not
ready to buy.

Qualification

Sales
Pipeline

Sales

Up-Sell
Cross-Sell

Targeted
Leads

Prospecting



Relationship v transactional marketing

Relationship marketing

- Encourages close, frequent contact
- Encourages repeat sales
- Focus on service
- Focus on value
- Focus on quality of total offering
- Focus on long term

Transactional marketing

- Limited contact
- Orientated toward single purchase
- Limited customer service
- Focus on product/service benefits
- Focus on product quality
- Focus on short term

MARKETING

SALES

Customer Information

Sales Interactions

- Opportunities
- Account History
- Contact Log
- Project History

Service Interactions

- Service Request History
- Installed Products
- Warranty/SLA

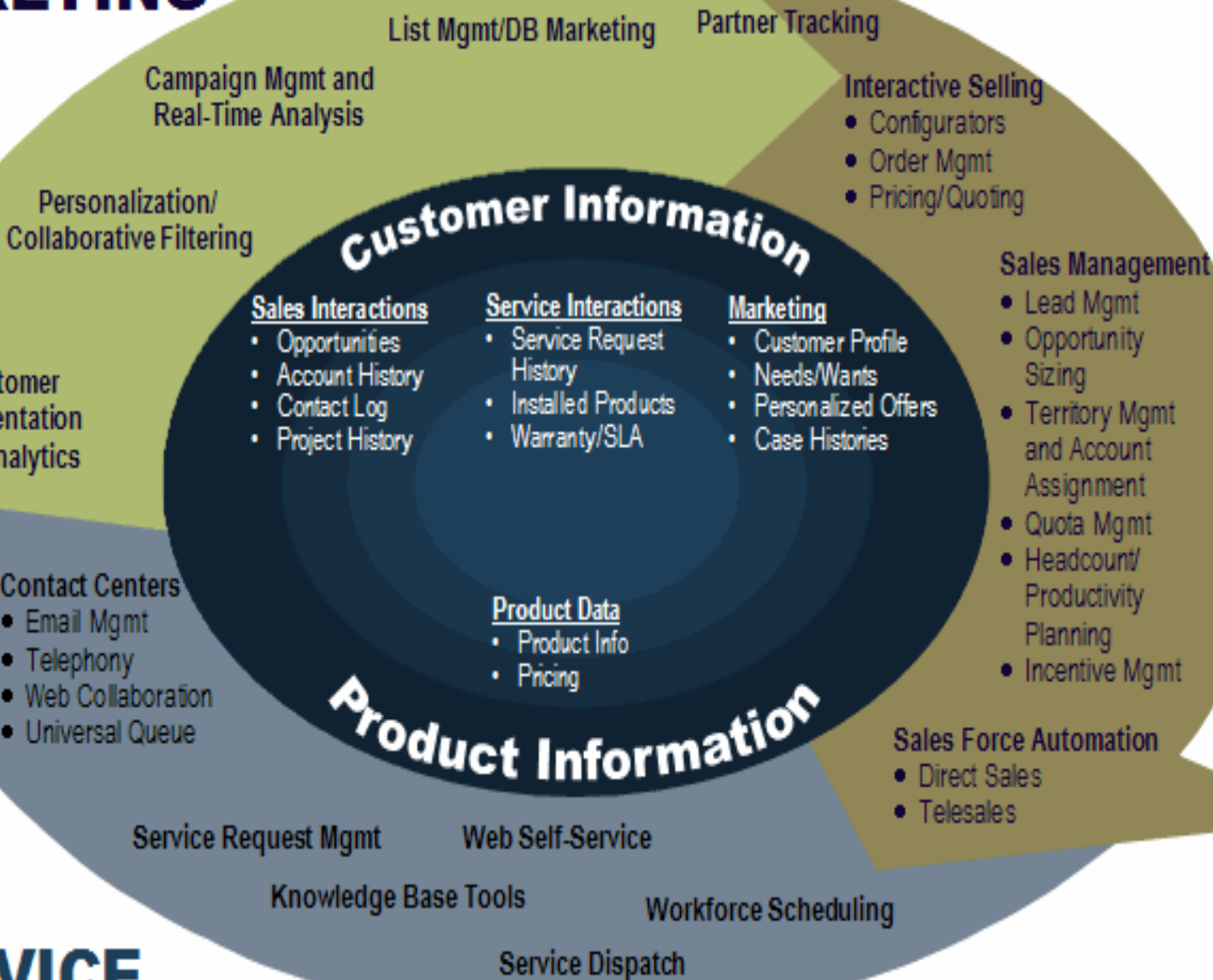
Marketing

- Customer Profile
- Needs/Wants
- Personalized Offers
- Case Histories

Product Data

- Product Info
- Pricing

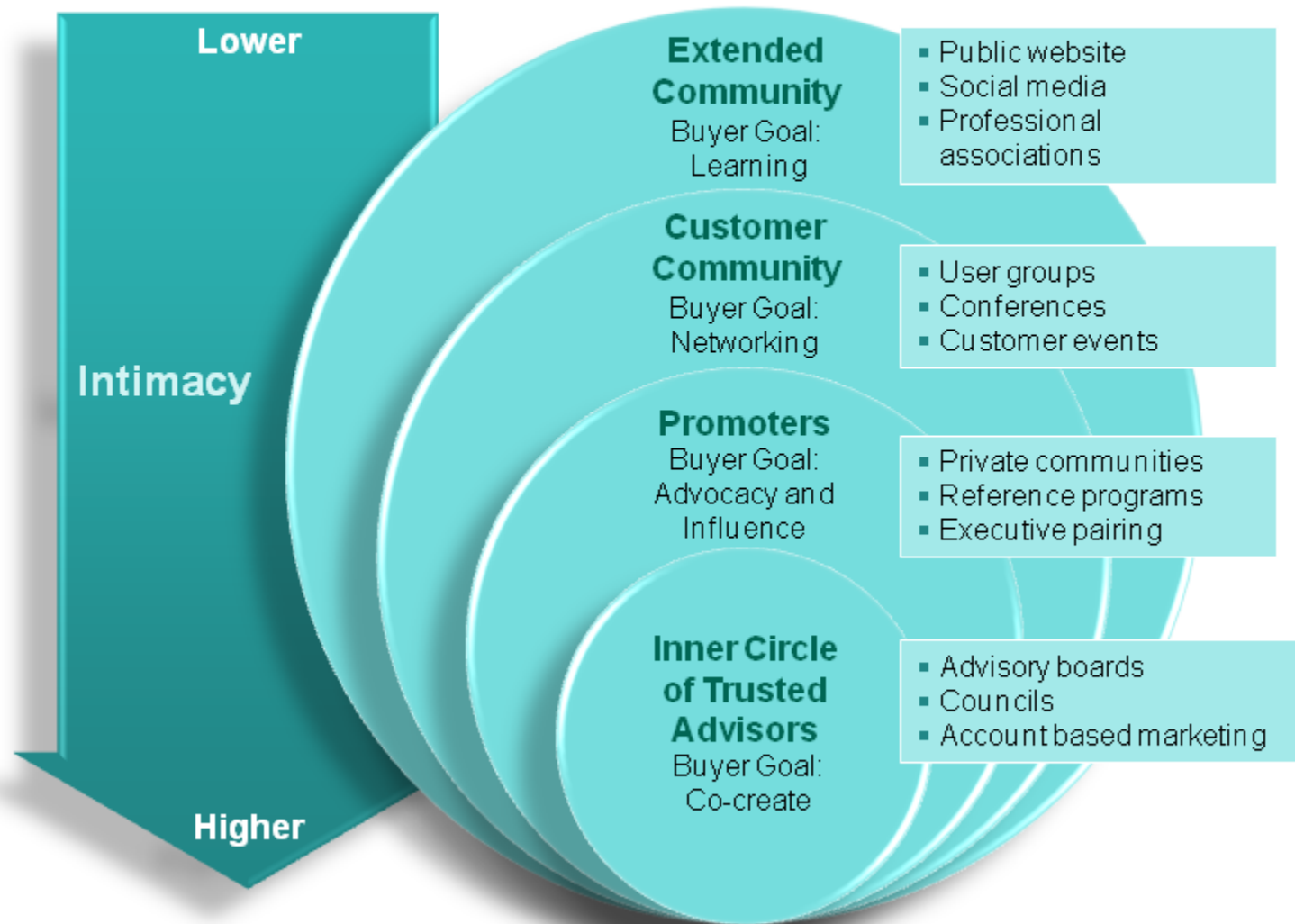
Product Information



SERVICE

Marketing builds relationships directly with customers via on- and off-line community marketing, and customer engagement and advocacy programs

Implement an integrated customer engagement program, coordinated across BUs, and tied to the business strategy



3) Sales & Relationships



Put the
relationship
before the
sale.



Building Relationships for Success in Sales

Building Relationships

The key to getting along with people is **respect**, or consideration for others.

Your Relationship with YOU

Do you know yourself? Your talents? Your weaknesses? How to motivate yourself?

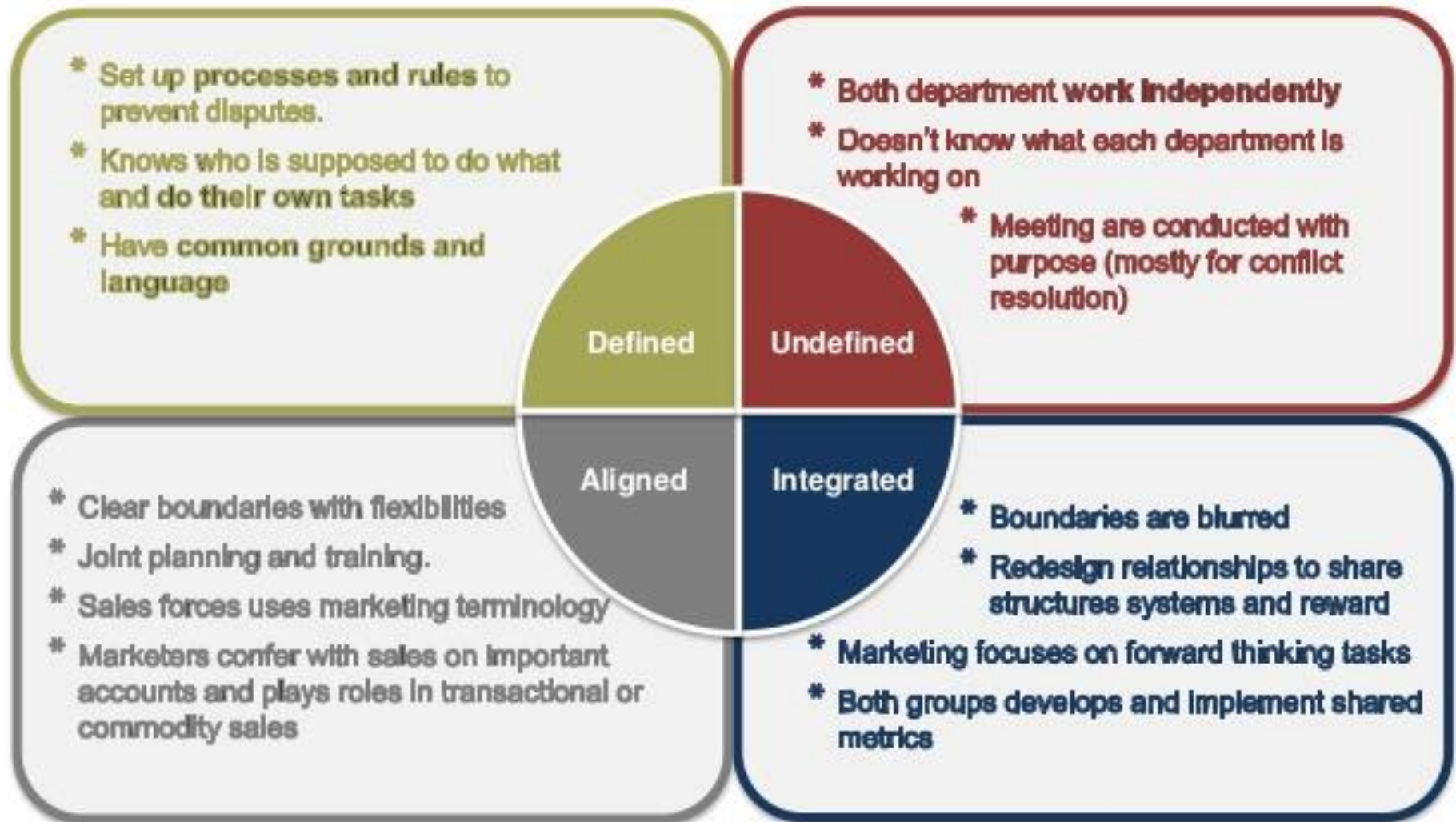
- “Use what talents you possess; the woods would be very silent if no birds sang there except those that sang best.” ~Henry Van Dyke
- “Success isn't a result of spontaneous combustion. You must set yourself on fire.” ~Arnold H. Glasow
- “Everyone has unique gifts and talents. What you love is what you're gifted at. To be completely happy, to live a completely fulfilled life, you have to do what you love.” ~Barbara Sher

A close-up photograph of a person's hand holding a white smartphone over a laptop keyboard. The person is wearing a black leather watch. A semi-transparent blue rectangular box is overlaid on the image, containing white text. The background is slightly blurred, showing a wooden desk and a laptop.

"Today, it's more important than ever for consumer brands to build relationships and reputation with potential and current customers."

Kurt Uhler

Relationship and how it works



Global Leader

- ☐ Sought after for keynotes & speaking, recognized leader
- ☐ Innovating in your industry,
- ☐ Writing, blogs, articles, columns, social media originator
- ☐ Original content developer

Strategic Partner

- ☐ Collaborator on business planning and strategy & goals
- ☐ Participate in business decisions, dealing with owners
- ☐ Strategic planning partner, present to key stake holders
- ☐ No competitors included in process

Business Solutions Provider

- ☐ Talk about business results, strong value proposition
- ☐ Measure 'Return On Investment' of product or service
- ☐ You are the first choice for a solution
- ☐ Talk solutions more than product

Consultative Seller

- ☐ Single need focused, one time interaction
- ☐ Included in a request for quote or tender
- ☐ Not the only choice, competitive
- ☐ Providing solutions through your product

Order Taker

- ☐ Price driven on items
- ☐ Focused on being the lowest price
- ☐ Quick sales, little attention to value, single interaction
- ☐ Margin specific

Visitor, Stop In, Delivery

- ☐ Drop by visits, majority of day, more social in nature
- ☐ Waiting for people to initiate relationship
- ☐ Brochure and marketing material driven
- ☐ Promotions focused, talk about specials and deals

THE RELATIONSHIP IS...	IF SALES AND MARKETING...
Undefined	• Focus on their own tasks and agendas unless conflict arises between them. • Have developed independently. • Devote meetings between them to conflict resolution, not proactive collaboration.
Defined	• Have rules for preventing disputes. • Share a language for potentially contentious areas (e.g., defining a "lead"). • Use meetings to clarify mutual expectations.
Aligned	• Have clear but flexible boundaries: salespeople use marketing terminology; marketers participate in transactional sales. • Engage in joint planning and training.
Integrated	• Share systems, performance metrics, and rewards. • Behave as if they'll "rise or fall together."

Offer additional benefits to clients



- Develop and implement client loyalty strategies to secure buyer loyalty and to facilitate ongoing contact
- Contact buyer regularly post-sale at an appropriate level to maintain relationship and to identify new sales and cross-selling opportunities
- Offer additional sales solutions and benefits to clients when opportunities arise
- Salespersons maximizing from the customer service activities



Engage

- Engage with your prospects by executing email and mailing campaigns, **cold calling** and online campaigns. It is important to have a targeted and validated **prospect database** for such inside sales campaigns.

Educate and Nurture

- Educate engaged prospects about your product/services by sharing marketing resources like brochure, corporate PPT, etc. **Keep nurturing** "Good but not yet ready for sales" inquiries to generate sales ready leads.

Follow up and Qualify

- Follow up on all the inquiries generated from various sources such as email and mailing campaigns, online campaigns, events etc and qualify them further.
- Set-up appointments with prospects for the sales teams.



10 TOP

WAYS
TO

BUILD & DAMAGE RELATIONSHIPS

#1

GIVE BEFORE TAKING. Establish trust & foster a connection with someone before asking for something from them. Your ask will be better received.

ASK MORE, ASSUME LESS. Asking thoughtful & open questions won't make you look ignorant. In fact, it can help you avoid a miscommunication or mistake.

#3

PREPARE PURPOSEFULLY. Prepping before important conversations or meetings helps create meaningful & pertinent dialogue. Recap next steps, too.

SHARE YOUR PERSONALITY. Bringing a human element to work—sharing what you're passionate about, skills you have outside of work, etc. can help others relate to you.

#5

COLLABORATE COMPASSIONATELY. Seek to understand co-workers' strengths, weaknesses & working styles to allow for a more seamless collaboration.

#2

#7

#4

#9

CONTRIBUTE TO NOISE. Rather than engaging in gossip, confront a situation head-on. Try transforming the situation by being open, honest & constructive with the person you have an issue with.

WITHHOLD INFORMATION. Transparency builds trust. Giving others honest information upfront, guides them to make informed decisions, setting them up for success.

DIGITALLY DISTRACT YOURSELF. Being fully present at meetings can contribute to your success & the success of others. Putting away laptops & cell phones shows you're committed to being engaged & entirely *on the court*.

SET UNREALISTIC EXPECTATIONS. Outline a plan that sets everyone up for success by setting achievable goals, adjusting priorities as you go & asking for consistent feedback.

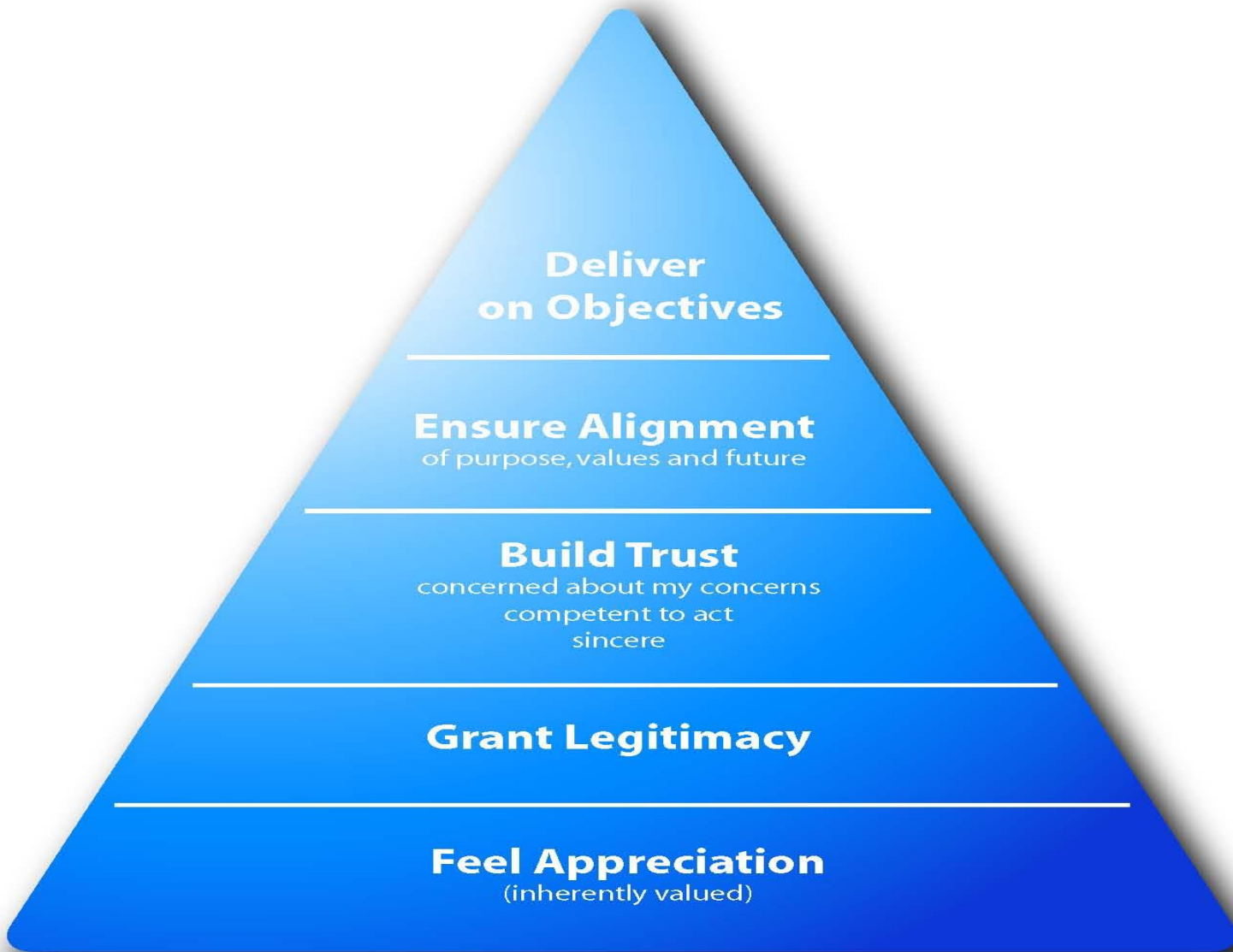
SHOW UP LATE OR NOT AT ALL. Showing up late indicates you don't value others' time. Be conscious of when & how you show up, even if it feels less important. At the least, give the person you're meeting with a heads up.

#6

#8

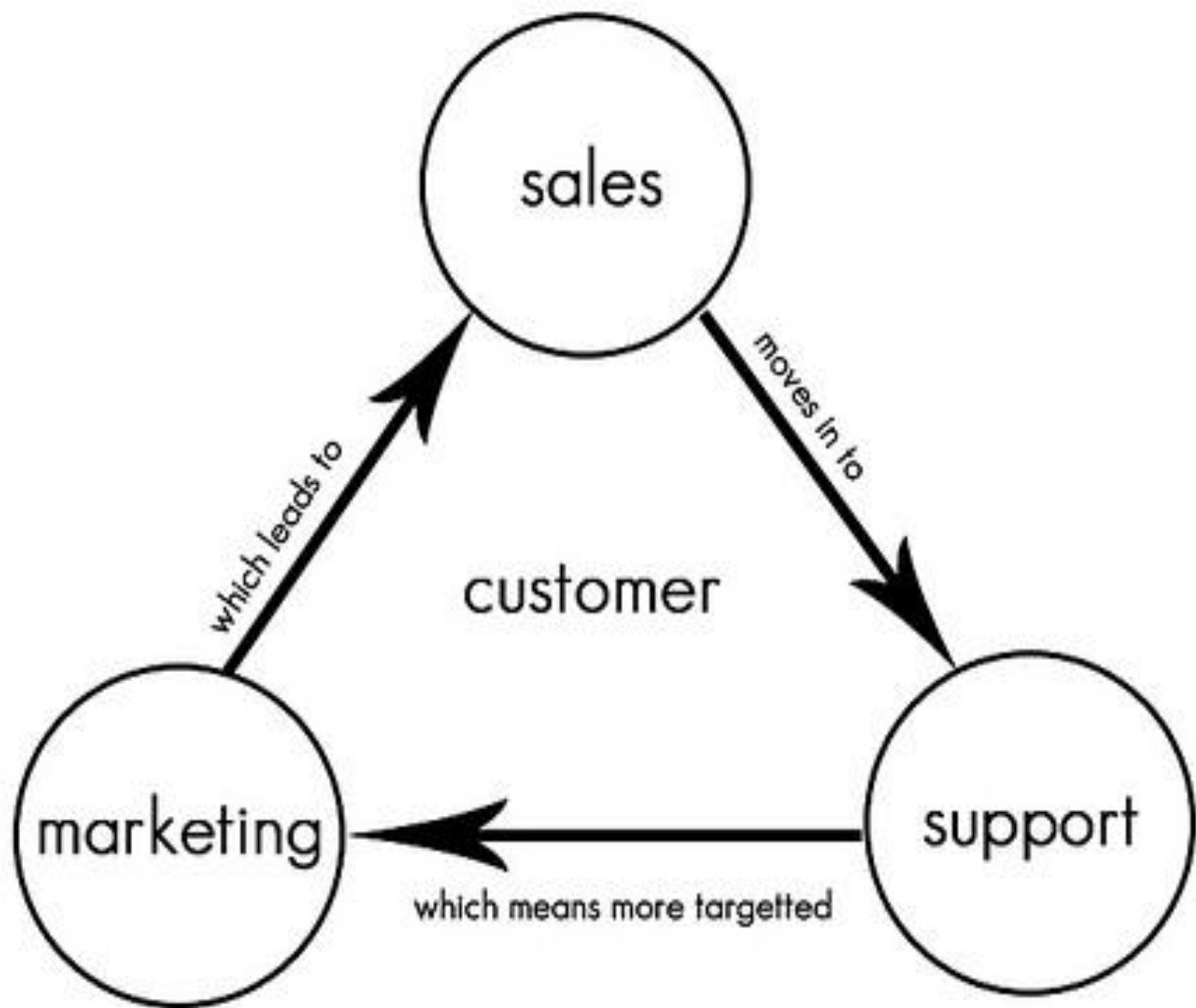
#10

Building Relationships for Effective Action



More on ...Sales & Relationships







HAPPY CUSTOMER



SMART SALES TEAM



EMPOWERED SERVICE TEAM

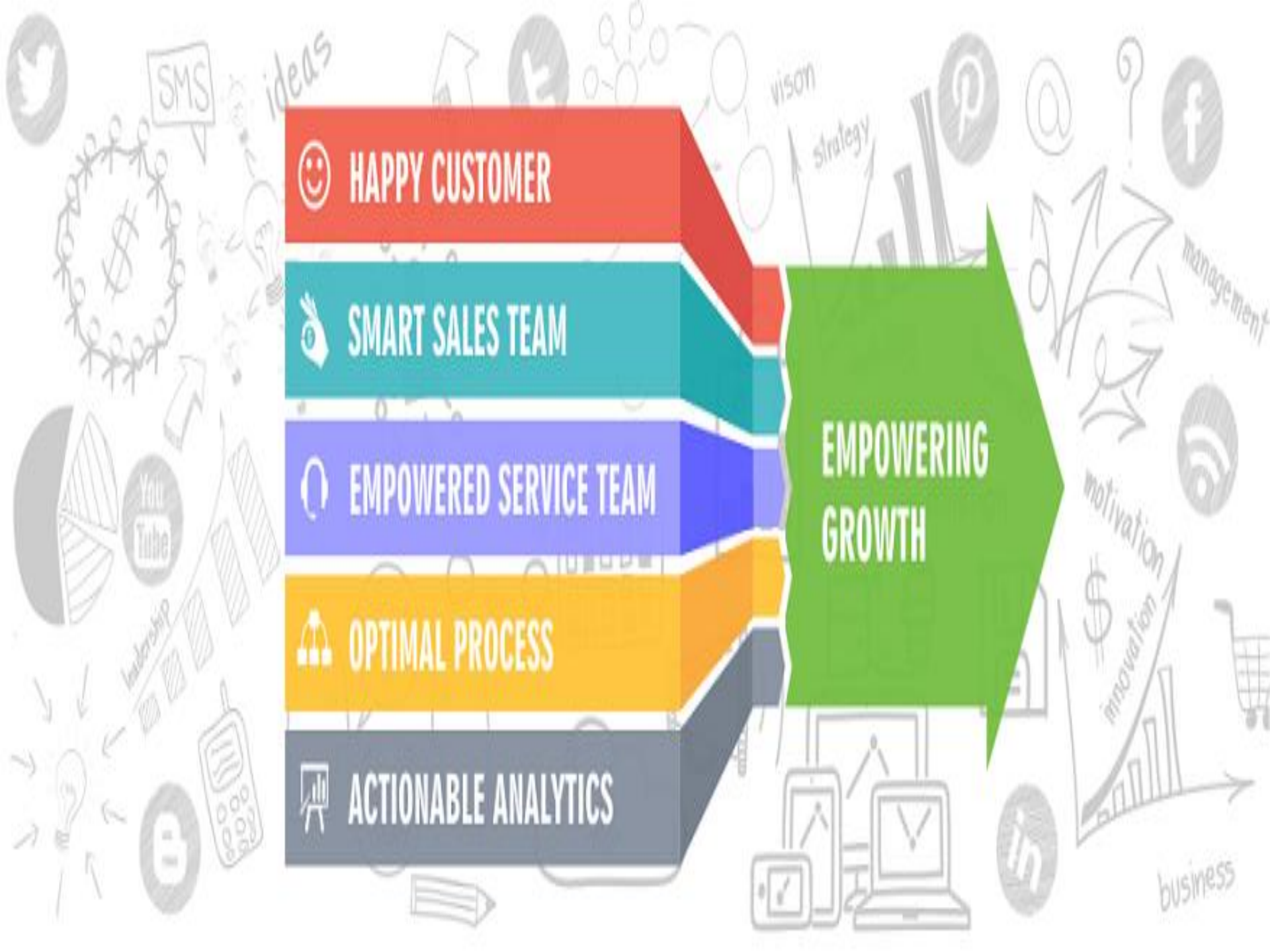


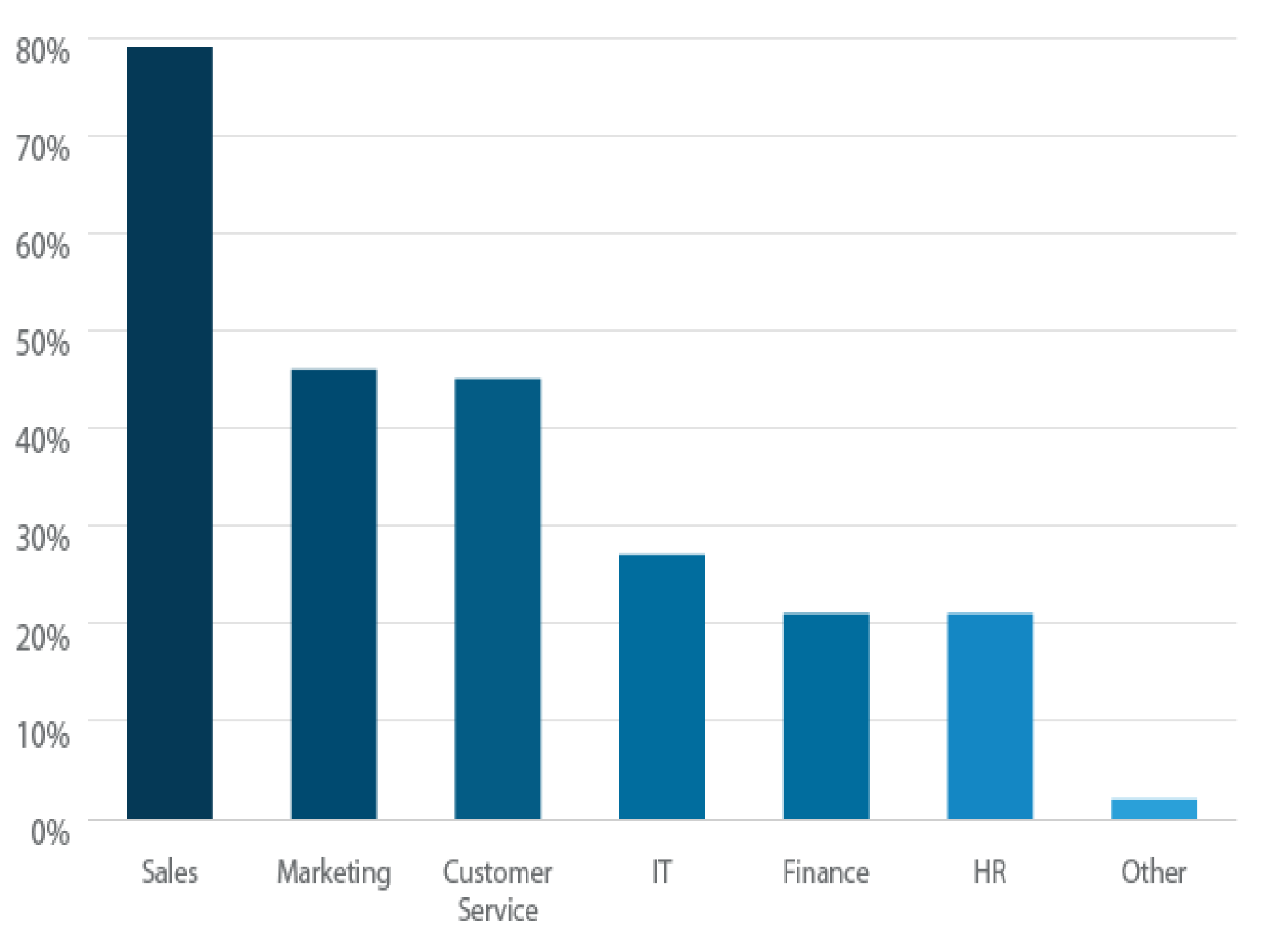
OPTIMAL PROCESS



ACTIONABLE ANALYTICS

**EMPOWERING
GROWTH**





Customer Interaction

Pillars of Sales Support

Enhance the Relationship

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- **Maintain quality of products/services**
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Six Steps to Relationship Sales

In IT sales, relationships ONLY start after the second sale.
(You can't have a relationship until someone buys!)



valueFORWARD

Revenue Capture Engineers

Building Relationships

- Establishing teacher/student relationships
- Building trust among school staff, students and parents
- Finding ways for students to be “connected” to the school—during and after the school day
- Establishing a welcoming school climate and culture



* Customer Relationship Management

- * Customer relationship management (CRM) is a system for managing a company's interactions with current and future customers. It involves using technology to organize, automate and synchronize sales, marketing, customer service, and technical support.
- * CRM as "a term for methodologies, technologies, and e-commerce capabilities used by companies to manage customer relationships, and the management approach that involves identifying, attracting, developing and maintaining successful customer relationships over time





