

July 2008



**We're 3 years
old this week!!**

Absolutely Sales

Conversations

"To be successful, you have to be able to relate to people; they have to be satisfied with your personality to be able to do business with you and to build a relationship with mutual trust." (George Ross)

Welcome to my latest monthly newsletter entitled '*Conversations*'. This month's edition is **celebrating the third birthday of Absolutely Sales** and **I wanted to take this opportunity to thank all my customers, business colleagues and friends for their continued trust, support and belief in the business**; I look forward to working closely with many of you in the coming months and years.

Staying on the theme of '3', one of the key selling concepts developed by my American training partners Acclivus, is the implementation of a **3 x 3 relationship strategy** for key existing or prospective customers. This means that at least 3 people from the selling organisation aiming to develop relationships with at least 3 people from your customer's organisation, thus ensuring that you have greater insight into their business, through obtaining different perspectives and opinions. **Strong relationships are at the heart of every successful sale or long-term business partnership** -how many of your sales people regularly fail to develop 3 different contacts at executive, manager and user level? Here are a few questions to ask yourself about relationship-building...

Implementing a 3 X 3 Relationship Strategy: Questions to consider...

- How many people do you or your sales people know in your key account customers apart from the main contact? Not just by name or title, but people with whom you have met and had a business development conversation.
- Do you know who is missing -i.e. which other people do you need to meet from the decision-making team or perhaps key individuals who you know have influence upon the decision-making process?
- Have you or your sales people developed a relationship matrix and contact strategy for all these potential contacts?
- What are these people responsible for? (Don't assume that their job title provides the answer).
- What are their current goals, problems and needs? (You should know this for every contact at every level).
- How do you plan to meet these goals, problems or needs? (Assuming that you will be making contact with them after reading this!)
- How are they measured? (Again, you should know this for every contact). This insight will prove invaluable when developing your approach/sales proposition.
- What other issues are they currently facing -and how might you be able to help resolve them?

So are you happy or worried right now? Do you really have strong relationships with your customers? For more information on 3 x 3, **simply email** an outline of your requirements to training@absolutelysales.co.uk or if it can't wait, **then call me on 07870 504849!**

Absolutely Sales: Celebrating 3 years of developing people's selling skills to a higher level...