

Wisdom for Wednesday

Positive messages for daily living. Pass on the good feeling – forward this to your clients so they can reap the benefits as well.

Successful Relationship Selling ...

Never forget that selling is just another word for service. Successful sales people are those who provide a valuable service. To be able to provide the best service possible it is essential to understand exactly what your customers want. Relationship selling is about acknowledging that it takes two parties to make a successful sale and both must benefit from the association. Getting to know as much as possible about each other and having expectations out in the open eliminates misunderstandings and builds long-term partnerships. The following is a simple guideline to ensure you cover all the bases.

You +	Knowledge +	Skills
T	Tenacious Understanding the customer	Developing new business
E	Educated Understanding the customer's business	Discovering customer needs and values through effective questioning, listening and feedback (active listening).
C	Caring Understanding the customer's customers	Presenting solutions to meet needs, with appropriate information and highlighting of customer benefits.
H	Helpful Knowing your products and/or services	Anticipating, preventing and managing objections.
N	Knowhow Understanding your market	Negotiating win/win agreements which help your customer to be successful.
I	Inspiring Understanding your competitors	Closing the sale and following through to ensure the customer receives promised benefits.
Q	Questioning Understanding your own behaviour style	Adapting your style to suit your customer.
U	Understanding Establishing ongoing contacts	Developing and maintaining relationships with customers.
E	Empathetic Recognising that you need each other	Building long-term loyalty in customers – business partnerships. Maintaining your business: managing your time and your territory; being committed to both customers and your company.

Consideration for your customer/clients needs, respect for their wishes and thinking ahead on their behalf ultimately rewards you with long-term beneficial business relationships and rewarding friendships.

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