

WEBINAR

Relationships Matter

*Lasting peer and customer relationships
that are built on trust*

PRESENTED BY:

Mallary Price

Kedren Dillard

Brad Douglas





Webinar Agenda

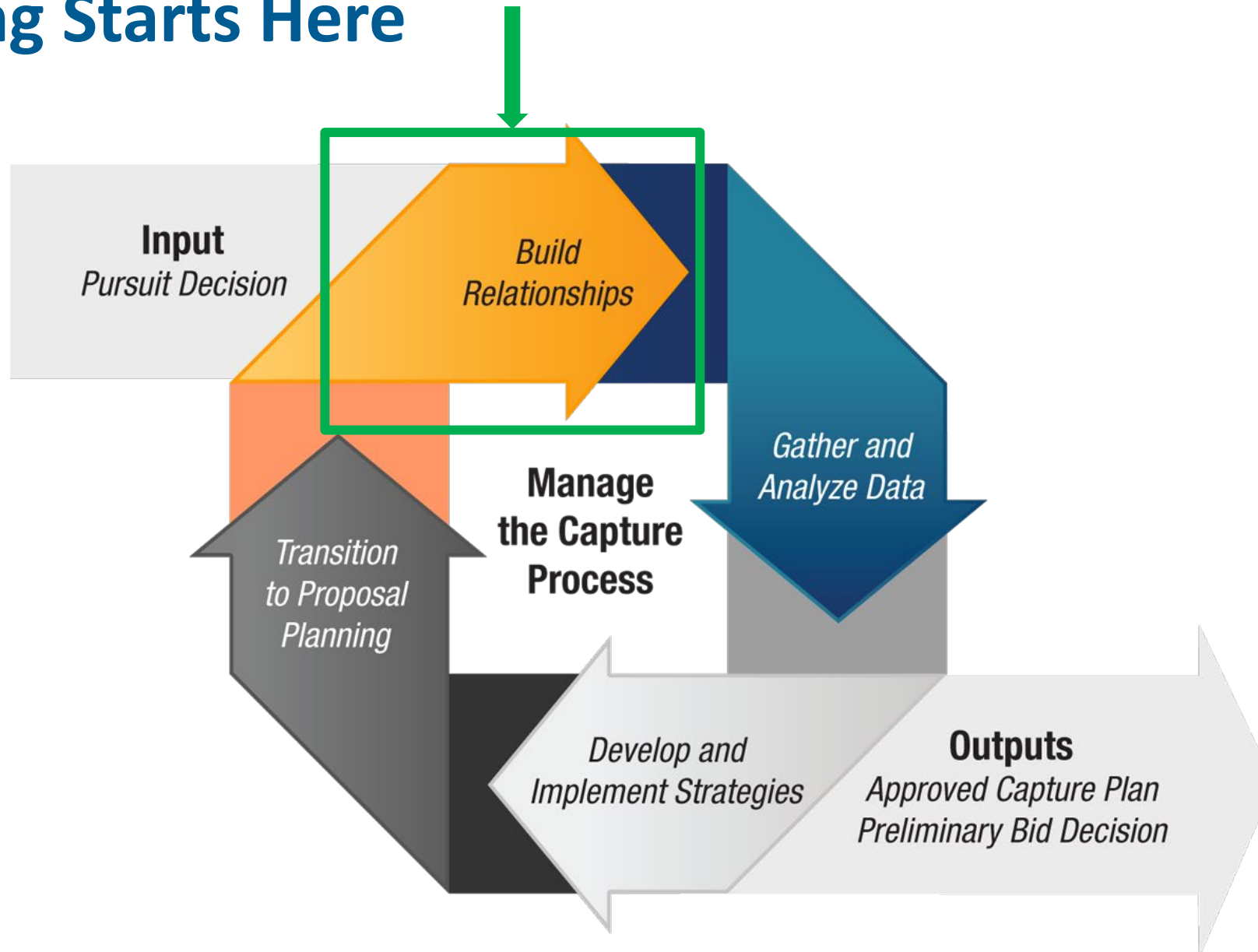
“Collaboration is the foundation of the standard of living we enjoy today.

Trust is the glue.”

— Ram Charan, CEO Advisor
and author of Profitable
Growth Is Everyone's Business

- Why relationships matter in BD
- Establishing Trust
 - Acting with trust-building behaviors
 - Understanding the importance of trust
- Networking for Success
- Communicating Effectively
 - Asking good questions
 - Active listening
- Q & A and Summary

Winning Starts Here





Balance in Any Role

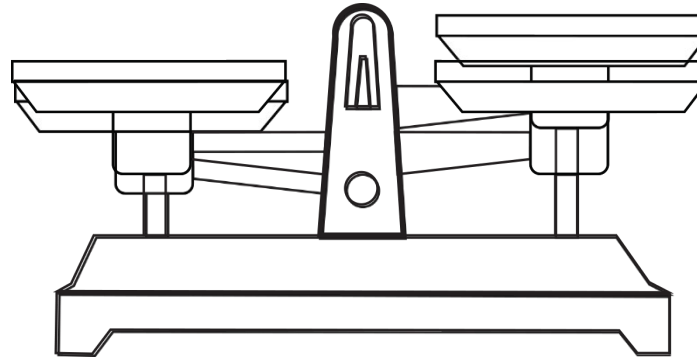
Incorporating the interpersonal with the tactical

Tactical Skills

- Data Analysis
- Scheduling
- Budgeting
- Time and Resource Management
- Tech Savvy
- Communication
- Risk Management

Interpersonal

- **TRUST**
- Active Listener
- Communicator
- Team Builder
- Motivator
- Problem Solver
- Collaborator
- Mentor





The *New Reality* in Business Development

Know the customer to establish a relationship

- Customers buy from people they **TRUST**
- Customers buy from people who know their business
- Customers want to get the best value
- The seller who understands customer hot buttons has the advantage
- Sellers must sell the way the customer prefers to buy





Why the Customer Skepticism?

“I saw the most beautiful SUVs in the window of a dealership recently. A salesperson came out and said: 'Come on in. They're bigger than ever and they last a lifetime!'”

“Later I learned he was talking about the payments.”





Build the Relationship

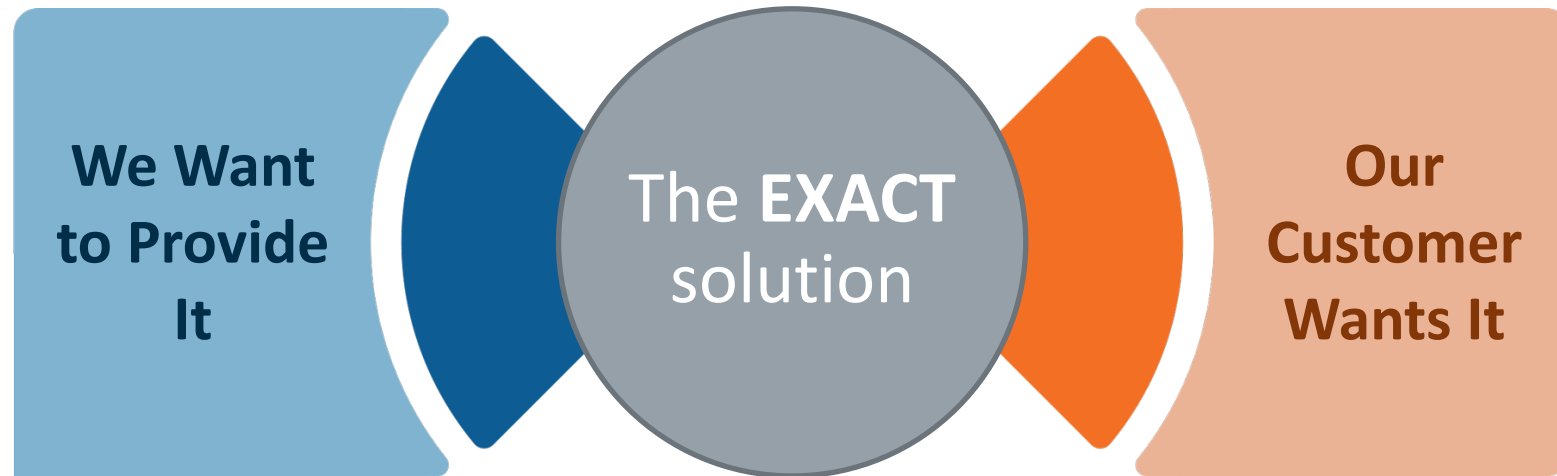


Know Your Customer!



The Buyer/Seller Relationship Paradox

We both want EXACTLY the same thing



So, why is it so difficult?

Discussion

Why is there often Buyer/Seller friction?

- Lack of **TRUST**
- Bad past experience(s)
- We're an unknown to customer
- Confusion in the market (no differentiation)
- Poorly communicated expectations
- Regulation and politics
- "High pressure"
- Seller is unresponsive to needs
- Buyers know our secrets (poor performance)





Customer Buying Styles





Customer Decision Drivers





Identification of “New Discriminators”

How we engage with the customer influences the relationship

HOW?

VS.

WHAT?

How we engage with customers may be one of our most strategic discriminators.

Customer Engagement

Three ways to gain trust and respect

1

Plan and develop effective questions ahead of a meeting or call—**you may only get one chance!**

2

Peel the onion by asking follow-up questions to get to underlying or hidden issues

3

Listen, clarify, listen





Trust Improves the Relationship

Ways to become a trusted advisor

- Be proactive, **relevant**, and innovative
- Be visible and establish **trust** with a consistent message
- Be a valued resource to the customer
- Stay connected—white papers, blogs, testimonials, product demos, press releases
- Use multiple channels—social media, email, web conferences, professional associations





Building Relationships with Trust

*“Trust is not merely a soft, social virtue; rather, trust is a pragmatic, hard edged, economic, and actionable **asset that you can create**. There is a compelling case for trust.*

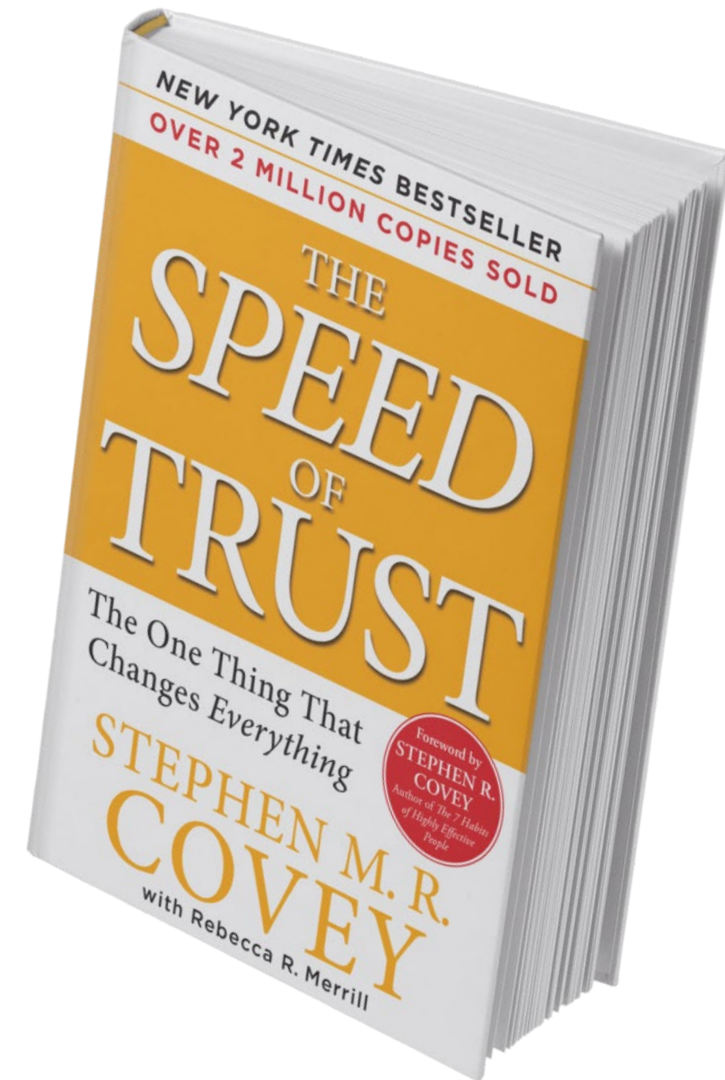
“Teams and organizations that operate with high trust significantly outperform teams and organizations with low trust—this has been proven in dozens of studies, across a multitude of industries and sectors.”

—Stephen M.R. Covey, Speed of Trust®



The Speed of Trust®

- **Trust** is the engine of the sharing economy
- Change is the new normal in a disruptive world
- Our new multigenerational workforce necessitates a different approach to how work gets done
- Trust itself has become a key strategic initiative
- Culture has reemerged as an imperative for organizational success
- Yesterday's style of management (selling) is insufficient for today's environment
- Trust is the new currency of our world today





Video: *Behaviors of Trust*



Establishing Trust 2021

Confront Reality Get Better Show Loyalty
Demonstrate Respect Right Wrongs
Talk Straight Clarify Expectations Listen First
Deliver Results Practice Accountability



Networking for Business Success

Business relationships today are often started and built through professional networks. Networking can be virtual or in-person. Don't underestimate the power of relationships in winning business.



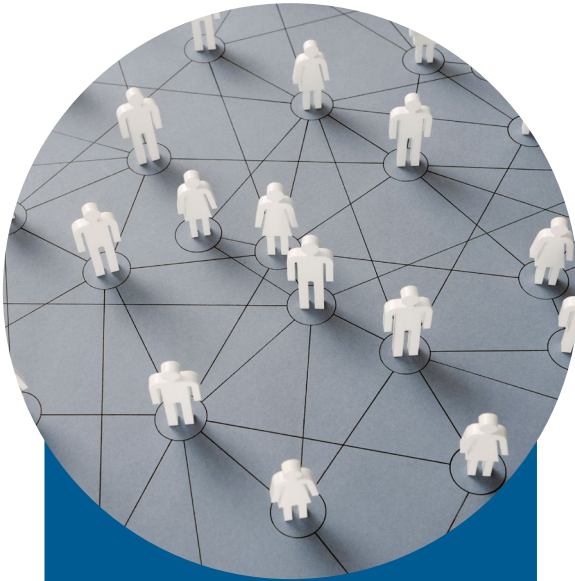
Networking Benefits—Virtual or In-Person

- Boost brand awareness and loyalty—differentiation (personal and company)
- Validate claims (success stories, past performance)
- Increase **visibility** and potential opportunities
- Improve credibility—thought leadership
- Increase conversion (win) rates
- Gain trust by sharing relevant information
 - Frequency—How often?
 - Reach—How far and how many?





Types of *Networking* to Build Relationships



Professional



Individual



Customer/
Seller



Examples of Network Groups

Linked 



**Chamber of
Commerce**

**Economic
Development
Groups**



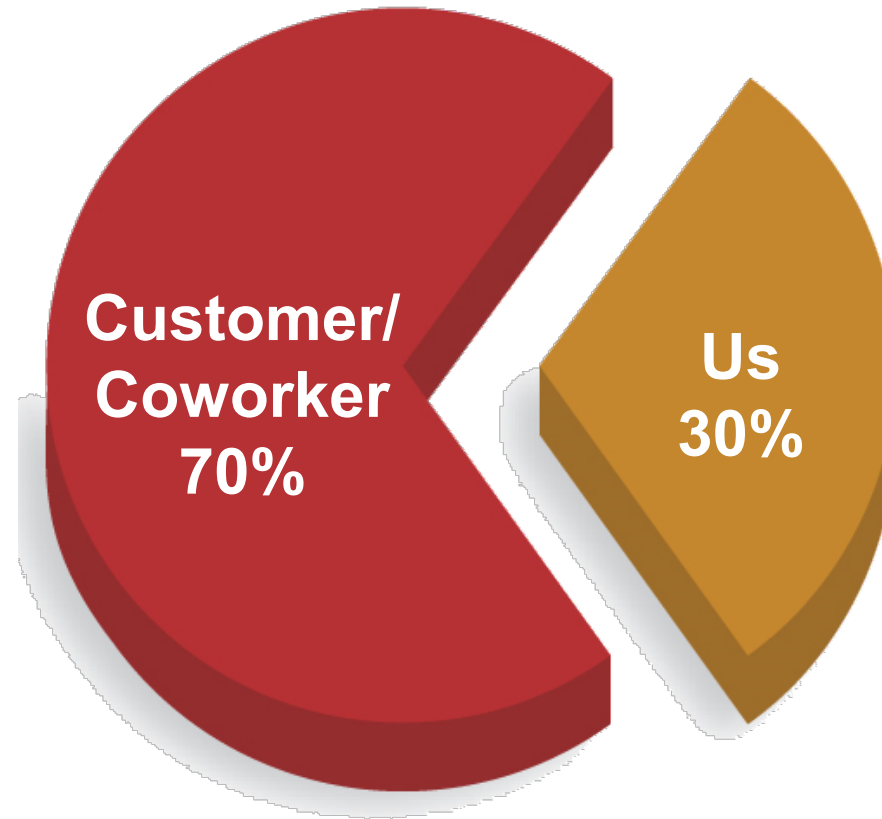


Good Communication Builds Relationships

How and what we communicate is vital to building and growing relationships with customers and co-workers.

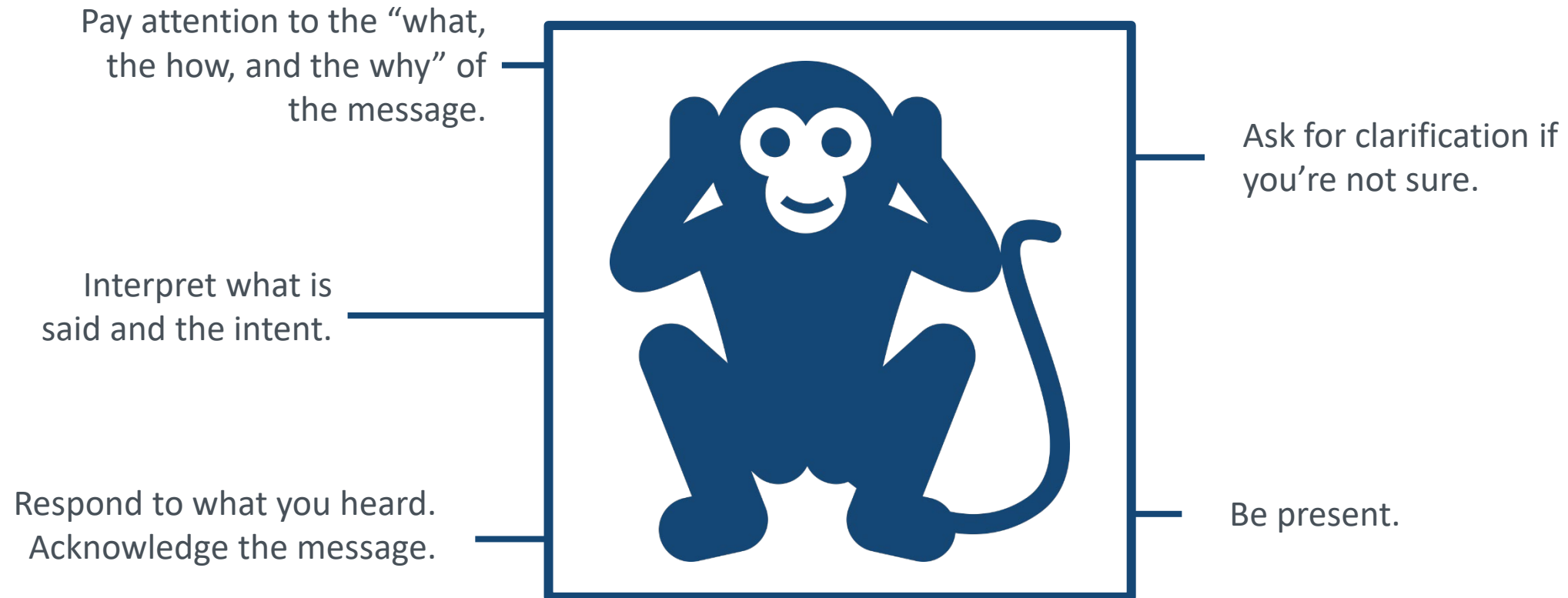


Listen More than You Talk





Active Listening Guidelines





Passive vs. Active Listening

Active listening builds trust

Active listening is “clarification”

Passive listening is “interpretation”

Clarification is:

Actively (verbally) stating what you hear, see or sense happening in a neutral way.

Clarification is *not* advice:

Since clarification means being neutral, hold back your opinion or reactions to the message.





Active Listening Requires Clarifying

- **Clarify** when you want your customer to feel understood
- **Clarify** when you need to know that you understand
- Re-state by changing the wording, not the content
- Make it conversation, not scripted
- **Don't** add your thoughts or opinions
- **Don't** ask questions when you should be clarifying
- **Clarify** in three ways: auditory, visual and sensory (point, gesture)





Ask Clarifying Questions to Earn Trust

FACTUAL Qs

Questions that explore the facts needed to understand the customer's situation needs: *"Who exactly is involved in deciding on a (your solution)?"*

INPUT Qs

Questions that explore what the customer thinks; their ideas opinions and perceptions: *"What do you think about...?"*

NEED Qs

Questions that explore what the customer does and doesn't want to and need: *"Can you tell me what you are looking for in....?"*

DIRECTIONAL Qs

Questions that explore what the customer would consider as next steps and options: *"What are your options and next steps?"*

SATISFACTION Qs

Questions that explore how the customer feels about their current products, as well as yours: *"Do you like...(your current provider)?"*



Additional Clarifying Questions

CONCERNS/ OPPORTUNITY Qs

Questions that explore either opportunities or roadblocks:
“Are you interested in...?” “What concerns do you have with...?”

UNDERSTANDING Qs

Questions that explore the extent that you understand what the customer is saying and wanting: *“So, what will be Ms. XYZ role in evaluating options?”*

TRIAL Qs

Questions that explore the customer’s readiness to move forward in the buying process: *“When do you (or your organization) expect to put forward a solicitation?” or “When do you expect an RFP to be released?”*



Summary

You can ignore the principles that govern trust—but they will not ignore you.

STEPHEN M. R. COVEY

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Questions and Discussion






Next Webinar....



Proposal Myths: Fact vs Fiction

August 11, 2021 1 pm ET

<https://www.shipleyswins.com/webinars/>



THANK YOU

kdillard@shipleyswins.com

mprice@shipleyswins.com

neaves@shipleyswins.com

bjdouglas@shipleyswins.com