



EBOOK

Relationship Selling: How to Build Relationships to Close More Deals and Create Lifetime Customers



Making the Case for Relationship Selling

Sales is one of the toughest jobs there is. But...there is a secret to selling that can revolutionize the way you do business.

The secret? Don't sell.

In our experience with many hundreds of prospective customers over the years, learning about their businesses and about the buyers themselves, we've discovered that the secret to closing deals is building relationships. When you put your relationships first, you never spend a day of your career selling anyone.

Mindset is everything. Think about this: If you wake up with the mindset of, "I have to go sell someone today," you're adding stress and making work harder for yourself. But, when you shift your mindset into thinking, "I'm going to go build relationships with folks who I may or may not be able to help, but I'm going to go find out," that is where opportunity lies.

What is relationship selling?

Relationship selling is when you put the focus on building and nurturing the connections within your network. You can then interact with your target accounts in a genuine way through people you've already built trust with. It comes from a place of curiosity and eagerness to help rather than a pressing need to meet a quota.

How does it differ from the way you've been selling?

Sure, you've been building relationships with people in your network, but have you truly been building authentic relationships? Or is your only motivation getting into the account? Do you really take interest in the people in your network, and not just the account they're attached to?

This is how relationship selling is different. You take an approach of putting people first. You won't spend your time cold calling or sending out impersonal mass emails. Instead, you start your day by talking with people you know, deepening those connections and finding out who you can help that has a need for your solution. Let's explore exactly how to do this and what it looks like when you switch into a relationship-selling mindset.



65.5%

of B2B buyers said that they found value in discussing their situations with salespeople. (CSO Insights)



Getting Started With Relationship Selling



Shift the mentality of your sales team and make sure everyone is on board. They are used to doing things the way they always have, and change takes both time and effort. But, when there is a better, smarter way to do things, why not give it a shot?

This book *Never Eat Alone* by Keith Ferrazzi is the perfect starting point to guide your sales team. This book provides a foundation for how to build relationships in business.

Key Takeaways:



When Keith Ferrazzi says, “never eat alone,” what he means is to keep your social calendar full so you are consistently having meaningful interactions with your network.



Keep notes on their birthdays, interest, favorite things, etc. Leverage Salesforce to note helpful details so it’s all housed in one place. If you know you’ll be traveling, make time to see clients and contacts in the areas so you can get in some valuable face time and nurture those connections in-person.



Selling effectively is less about selling and more about creating relationships with the people you’re selling to. Educating your sales team is important, but it won’t do much good if they don’t practice the art of making connections.





Generosity combined with serving others is the right way to network. He places a lot of emphasis around giving to others, referred to as “making deposits.” Because of these deposits, there is no need to hesitate to ask when you need help from them, referred to as “making withdraws.” Relationships should be mutually beneficial. Start by asking what you can do for them, rather than worrying about what they can do for you. Relationship currency works like real money in the bank. If you ever want to take some out, you have to make deposits in the first place.



No one makes it alone. Having a supportive team behind you makes all the difference. Ask for help and guidance and build your support team. Find others you know who are already doing well with relationship selling and ask them to become your mentor. Once you feel you’re in a position to give back, take on a mentee.



Become an expert in small talk. In the book Keith Ferazzi says, “The best way to become good at small talk is not to talk small at all.” Instead of passing the time until you can get down to business with talk of the weather, be yourself. People buy from people. Even though you’re both representing your respective businesses, you’re communicating person to person.



Focus on building the human connection and wrap up the conversation with an invitation to continue building the relationship.



Relationship Selling Dos and Don'ts

As you begin relationship selling here are a few helpful tips to keep in mind.

Don't focus every conversation with someone on work or business. Pay attention when they talk about their kids, favorite sports team, or upcoming life events. Build on this. For example, if they're an Eagles fan and you catch the score, send them a text. Authentic connections lead to repeat business.

Do connect with someone on LinkedIn shortly after meeting them. Have memorable conversations where you deliver value but also learn something about them. The more you learn about them, the more personal and genuine of a relationship you can build.

Do know what matters to each of the individuals sitting at the decision-making table. As you are selling the project to the group you have to touch on what is important to each person and how every aspect of the deal

"If you expect to be in a room at a massive corporation where there are 15 decision makers sitting around the table, you have to be able to listen. When you talk too much about your own goals and solution, you don't have a chance to listen to their challenges."



Alicia Rasta, VP of Sales, Televerde

Don't just work hard – work smart. Make things easier on yourself and your prospect when you leverage relationships. If you're looking to tackle an enterprise account it's always more beneficial to look at your network and find people you know who have connections in that account. If someone in your network knows someone in that organization well enough to make an introduction for you and you do your research on top of it, that is going to be 10x more valuable than a cold call or email would be.

Don't just research the company, research the prospect, too. This doubles your credibility. Think about the value play of how you can address the business as well as solve the challenges they personally face. When you go the extra mile to understand the person and come from the place of helping them, it makes a difference. Your objective isn't to sell, it's to learn and solve.

Do think outside the box. The best thing you can do in a client interaction is ask someone a question they don't know the answer to. It shows that you're thinking about things in a way they haven't yet and have insight that can help them grow.

7 people

In a typical firm with 100 to 500 employees, an average of 7 people are involved in most buying decisions.

(Gartner Group)



Building Relationships and Making Connections Creates Value



Don't let the urgency of meeting a quota be the only thing that drives you. You'll be adding unnecessary stress into your life. Instead, focus on conquering the small things and building consistency. When you're managing your network appropriately, it's not as big of a deal when you don't close a sale. The amount of credibility you build creates repeat business. It's not about winning a deal today. It's about creating connections with people, not organizations, because these people will remain part of your network and continuously see and share your value.

Ask yourself this: Do you want to cold call or do you want to grow your relationships? Taking a relationship selling approach makes your life A LOT easier. It's the gift that keeps giving.

Ready to Build Better Relationships With Prospects and Customers?

Building positive relationships with customers starts long before their first meeting with your sales team and continues long after a purchase is made. Working with the right sales and marketing partner can help you to ensure that relationship building begins with customers' very first interaction with your brand.

**Ready to get started?
We provide solutions!**

Learn more about how Televerde can help.
visit www.televerde.com or connect with our team at <https://televerde.com/contact/>

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