

ACE Webinar | 12-07-2021
Creating a 100-Year Friend: Relationship-
Focused Sales Approach for Your Business

*...and why you are
already exactly the
hero you need.*



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In this interactive workshop, we created a conversational approach to content. In these notes, I'll attempt to capture some of the conversation and the content it was based on. ~Patricia

Visioning and intention is an important first step of any sales approach.

What are you asking for? Why does it matter?

Reflect on your own unique style and what that brings to the conversation

- are you an introvert? Awesome, sales requires good listening skills.
- Are you an extrovert? Awesome, sales requires lots of outgoing energy and you have it in abundance!
- Do you dislike sales? Awesome, being honest about “hey, I don’t want to “sell you”, but can we talk about how we might work together and see if it’s a good fit?” People will respond to your honesty and transparency.

As a group, we engaged in an interactive visioning exercise that used intuitive knowledge to determine each participant's unique style. We used breakout rooms to test our results and connect 1:1 with other workshop members.

1

**DOING THE HARD WORK OF
DEFINING YOUR VISION AND
YOUR UNIQUE STYLE WILL
MAKE SALES RELATIONSHIPS
EASIER.**

2

YOU ARE A GOOD
SALESPERSON BECAUSE
YOU HAVE THE HABIT
OF DOING SALES

We had an interactive discussion around how other workshop participants create the “habit” of doing the work of sales. No matter what your role, you can be a good salesperson by *doing the work of sales every day*. Once it becomes a habit, it becomes a process, once it becomes a process, you up your chances of success exponentially.

Check out some of the approaches to habituating your sales approach in *Atomic Habits* by James Clear.

“One Drop” habit generator:

For myself as well as my clients, I particularly emphasize the “one drop as often as possible” method of tracking their sales driving activities. Get a small jar (or clear glass, whatever) and some peewee marbles. Set the dish of marbles next to your jar. Each time you do the work of sales, no matter how small, add a marble to your “doing the work of sales” jar.

Did you open your sales list? Drop a marble. Did you find the phone number? Drop a marble. Did you make the follow-up call? Drop a marble. When the jar is full, give yourself a reward (I buy music and books like a good geek girl). Start again.

The self-created feedback loop, and the constant awareness of “one drop is just fine” gets me, and my clients, into a sales habit that inevitably leads to success.

Landing a client is just the beginning of your relationship. Make sure you aren't chasing clients or contracts. If it's not working, put the attempt on pause and put your energy toward easier avenues and prospects, even if they are not as financially lucrative. Putting energy into a prospect who has little interest in connecting with you has a cost.

Your client, if you are doing your work intentionally, will be with your company for a long time. Make sure they are someone who adds value to your experience and ecosystem as well. "Difficult" clients can result in too much attention and create opportunity costs elsewhere.

3

NOT EVERYONE IS
FOR YOU.

*...you will be defined by who
and what you say NO to*

4

LANDING A “SALE” IS A
COMMA,
NOT A PERIOD.

The most cost-effective way to approach sales is keeping the client you already have. Pay attention to your relationship over the long haul. In a solid relationship, there will be “no”s as well as “yes”s. If it’s about the relationship, the work does not stop, even if the answer is “not right now”

Stewardship, engagement, relationship management – leaning into these practices once the client is in the door makes it exponentially easier to ask again in the future and get a warm reception.

Our workshop discussion centered around creating intentional systems to support care-taking of the relationship. Treating an introduction with the same level of thanks as a sale is a powerful way to grow your practice like an ecosystem. Your ecosystem of business ambassadors are a valuable commodity. Are you actually treating them like it?

Take care of your relationship responsibilities, and sales work will begin to take care of itself.

I hope to meet you and your mission at a future workshop discussion.
Feel free to reach out with questions or requests for future content.
THANK YOU!

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