



Jeff Korhan

New Media and Small Business Marketing

Relationship Selling in the Trust Economy

Baltimore
TCI EXPO. 2012
World's Largest Tree Care Trade Show and Conference

November 8-10

Pre-conference November 7

Presented by Jeff Korhan

November 10, 2012

@jeffkorhan on Twitter

65% of Adults Online Use Social Media



The image shows a screenshot of a report page from Pew Internet. The header features the Pew Internet logo (a person icon) and the text 'Pew Internet' and 'Pew Internet & American Life Project'. To the right, it says 'a project of the Pew Research Center'. Below the header is a yellow navigation bar with links: 'TOPICS', 'DATA TOOLS', 'EXPERTS', 'PARTICIPATE', 'PRESS RESOURCES', and 'ABOUT US'. The main content area has the title 'REPORT: SOCIAL NETWORKING' in yellow, followed by the main headline '65% of online adults use social networking sites' in large blue font. Below the headline, it says 'by Mary Madden, Kathryn Zickuhr' and 'Aug 26, 2011'.

Pew Internet
Pew Internet & American Life Project

a project of the
Pew Research Center

[TOPICS](#) · [DATA TOOLS](#) · [EXPERTS](#) · [PARTICIPATE](#) | [PRESS RESOURCES](#) · [ABOUT US](#)

REPORT: SOCIAL NETWORKING

65% of online adults use social networking sites

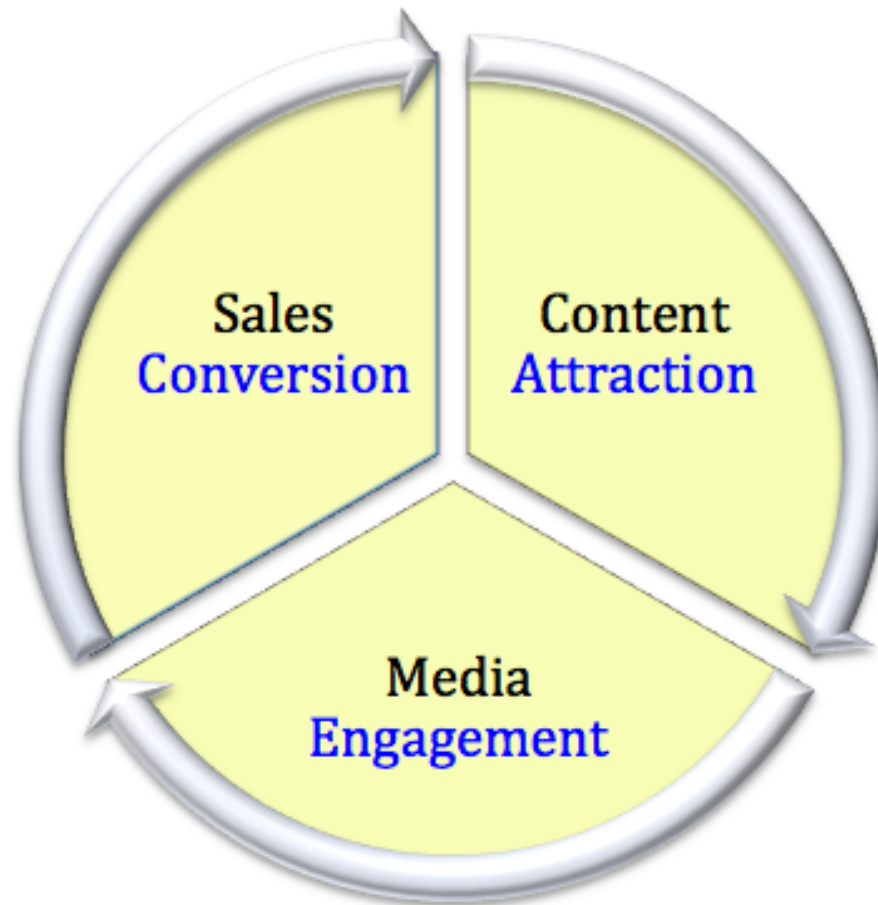
by *Mary Madden, Kathryn Zickuhr*
Aug 26, 2011



The Trust Economy

- 1. Business is Personal*
- 2. Markets are Collaborative*
- 3. Communities are the New Markets*

Relationship Selling Process





The Sales Process

Two-Pronged System

1. Visible Process – *for your customers*
2. Behind the Scenes Process – *for you*



Your Sales Process

1. *The Community*
2. *Your Business*
3. *Competition*



Developing Your Sales Process

- 1. Break Down Your Successes*
- 2. Every Step has a Purpose*

Name Your Process

1. The....
2. Unique Name with Technological word
(*Method, System, Process, etc.*)
3. *TM*



Elements of The Intelligent Snow Process™

Steps

1. Communication and Discovery
2. Mobilization
3. Execution
4. Enhancement



Elements of The Intelligent Snow Process™

Deliverables

1. Property Features Inventory
2. Property Use Analysis
3. Snow Response Plan





Relationship Selling

- 1. Attraction – Education*
- 2. Engagement – Trust*
- 3. Conversion – Sales Process*



Relationship Selling

Attraction Practices



Why People Buy

Solve Problems

- 1. *To be Happy*** – emotional (easier)
- 2. *To be Successful*** – rational or logical (better)

Communities are the New Markets

Help Them Do More ...

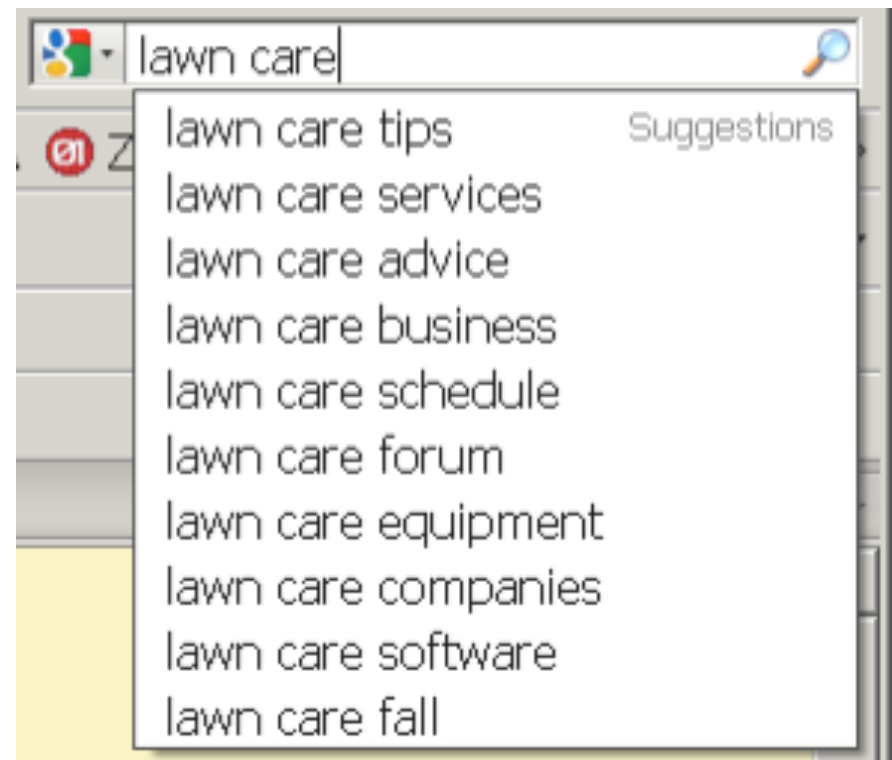
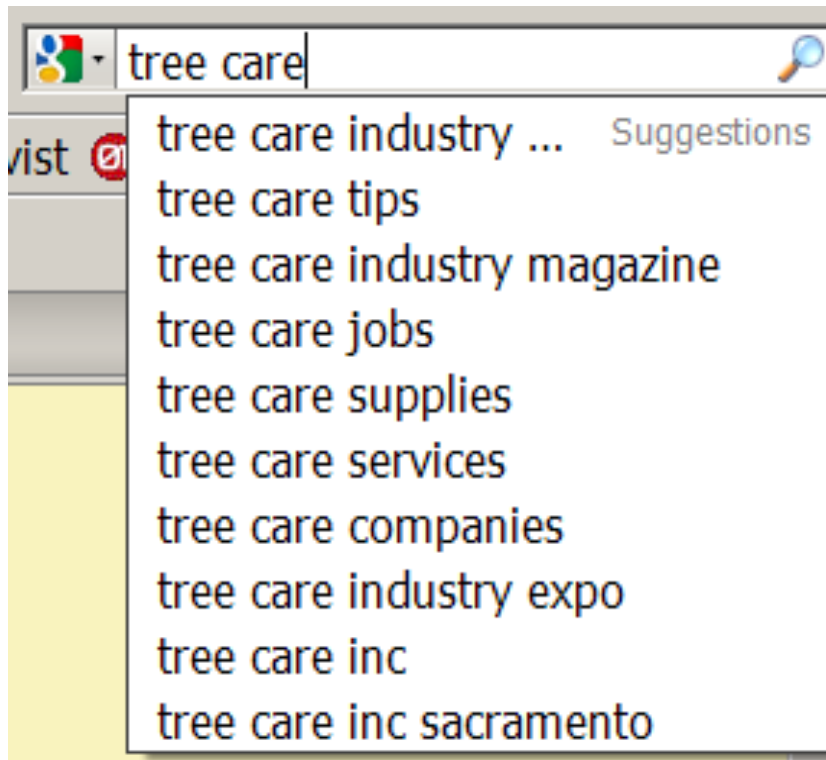


*of what **THEY** Want to Do*

Monitor Your Communities



Be a Community Resource



Blogging is Storytelling with a Purpose

- Visibility
- Reputation and Authority
- Referrals





The Most Powerful Site for Business Marketers





Home



Profile



Explore



Events



Photos



Circles



Local



More

Recommended places near Oak Brook, IL



Hinsdale Fine Jewelry Co

"If you are looking for a trustworthy, friendly, knowledgeable and fair jeweler than look no further. Bert Wait of Hinsdale Fine Jewelry is not only very friendly, he really knows the jewelry business..." [More](#)




Get to know the new scoring system

Place scores are calculated on a 30-point scale based on user reviews.

[Learn more](#)

Your places



- 1 review
- No check-ins

From top reviewers - [View all](#)



The Network for Business Professionals



Use Keywords for LinkedIn Search



Jeff Korhan



Digital Marketing Consultant | Social Media Keynote Speaker and Author | Small Business Marketing

Greater Chicago Area | Professional Training & Coaching

Jeff Korhan via Twitter

jeffkorhan Great article (comprehensive too): The "5 A" Framework for Content Marketing Success <http://t.co/nGI4WTKy> via @entreproducer #fb #in

☆ Favorite ↻ Retweet ↩ Reply • See all activity • 3 days ago




Current **Digital Marketing Consultant and Professional Speaker for Mainstream Small Business at True Nature Inc**

Past Founder, President, and Marketing Director at Tremendous Landscape Company®
Midwest Region Sales and Marketing Manager at Chevron Phillips Chemical Company

The Network Effect

Your Network of Trusted Professionals

You are at the center of your network. Your connections can introduce you to 11,555,700+ professionals — here's how your network breaks down:

1  Your Connections Your trusted friends and colleagues	866
2  Two degrees away Friends of friends; each connected to one of your connections	348,400+
3  Three degrees away Reach these users through a friend and one of their friends	11,206,400+
Total users you can contact through an Introduction	11,555,700+

33,620 new people in your network since June 25



Relationship Selling

Engagement Practices



Trust Before Budgets

Patience Pays

Pros build value before discussing budgets


... no matter how long it takes

(If necessary, give a range)



Ask Future Based Questions

*“What 3 things, if I accomplished them for you
.... would allow you to **look back**
on this with a great deal of satisfaction?”*




People Buy What they Want
(not necessarily what they need)

Is it really necessary to ... ?

Say What Needs to Be Said

“You look confused – did I forget something?”





Give Reasons to Do it Now

They want you to

“What’s the best time to do this?”



Give a Professional Opinion

You're the Expert

"If I were managing a facility ...

"If I owned this beautiful home ...

"If this were my tree

Share a Relevant Story

(... photo or video)





The Most Active Site on the Web



Facebook is a Filtered Experience



Sublime
garden design

Sublime Garden Design
509 likes · 275 talking about this

✓ Liked Message * ▾

Home/Garden
Just as holistic medicine treats the mind, body, and soul, we create holistic gardens that promote the health and well-being of the client, the garden, and the eco-system in which they all exist.

509

Ask Good Questions

(with no right or wrong answer)





Program Feedback

Jeff appreciates your feedback on today's presentation:

What new skill or idea will you implement right away?

How would you describe Jeff's presentation in one or two sentences. Circle Yes if Jeff can quote you.

Yes

OPTIONAL: Name _____ Email _____

Phone _____ Company _____

What did you like best about the program?

Circle your rating of this presentation:



Relationship Selling ***Conversion Practices***

Read Body Language



Image by KaiChanVong



Get Prospects to Take Action

Action is Engagement
Predisposes Future Actions
(e.g. Schedule the next meeting)


Keep Everything Moving



Divide and Conquer

1. Contract for what you agree on
2. Finalize incidentals later


(make them an addendum to the contract)



Make it Easy to Buy

... and be prepared for anything

1. *Consideration* – Check, Credit Card, etc
2. *Agreement* – Email, Check, VM, etc.



Compromise on Terms Only

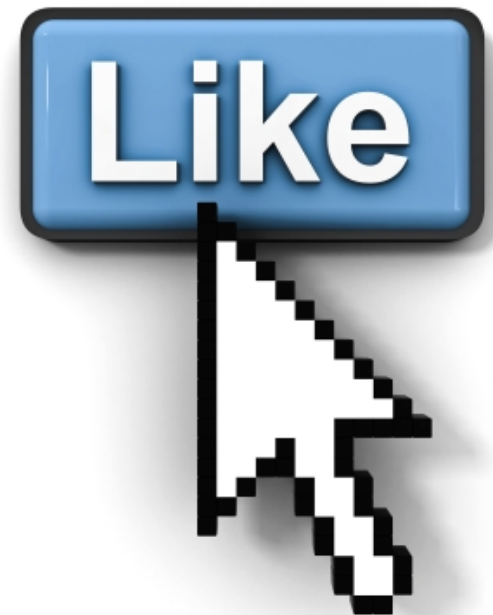
Compromise on price once –
expect to do it again

(Ideally compromise to close)

Don't Oversell – Let Buyers Buy

What's Next?

(be alert to social signals)





Jeff Korhan

New Media and Small Business Marketing

Baltimore
TCI EXPO. 2012
World's Largest Tree Care Trade Show and Conference

November 8-10

Pre-conference November 7

speaker@jeffkorhan.com

630-774-8350

@jeffkorhan on Twitter