



Jeff Korhan

New Media and Small Business Marketing

*Relationship Selling
in the Trust Economy*

Presented by Jeff Korhan

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Design Your Business Around Social





The Trust Economy

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

The 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*



The Intelligent Landscape System™

Design Phase

1. Communication
2. Collaboration
3. Creativity
4. Commitment



The Intelligent Snow Process™

Construction Phase

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





Relationship Selling

- 1. Education – Lead Generation*
- 2. Engagement – Relationship Building*
- 3. Conversion – Collaborative Problem Solving*



Relationship Selling

Attraction Practices



Why People Buy

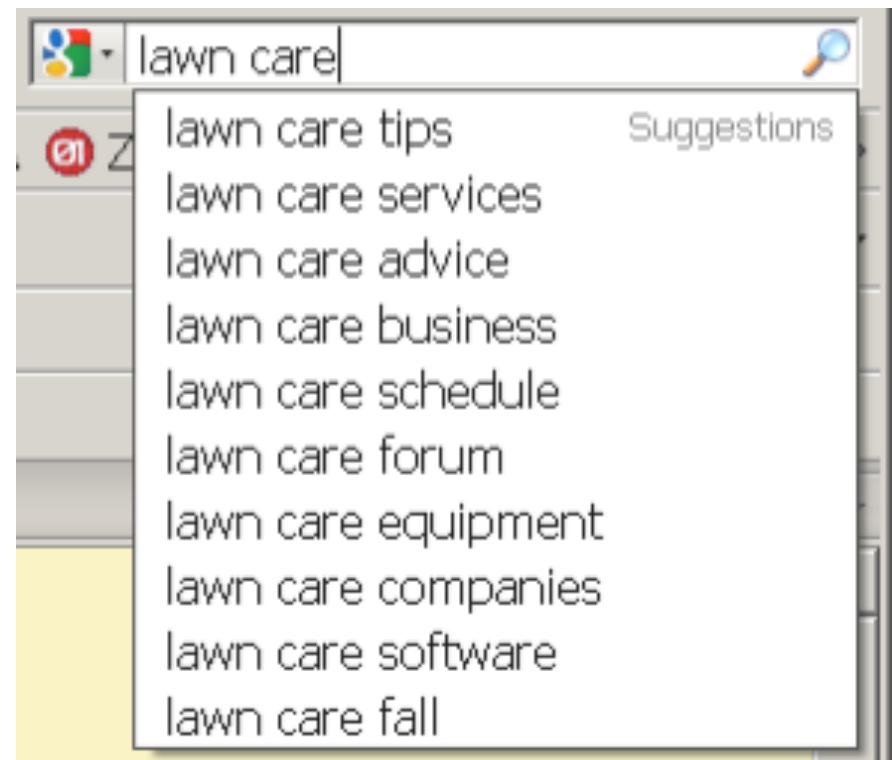
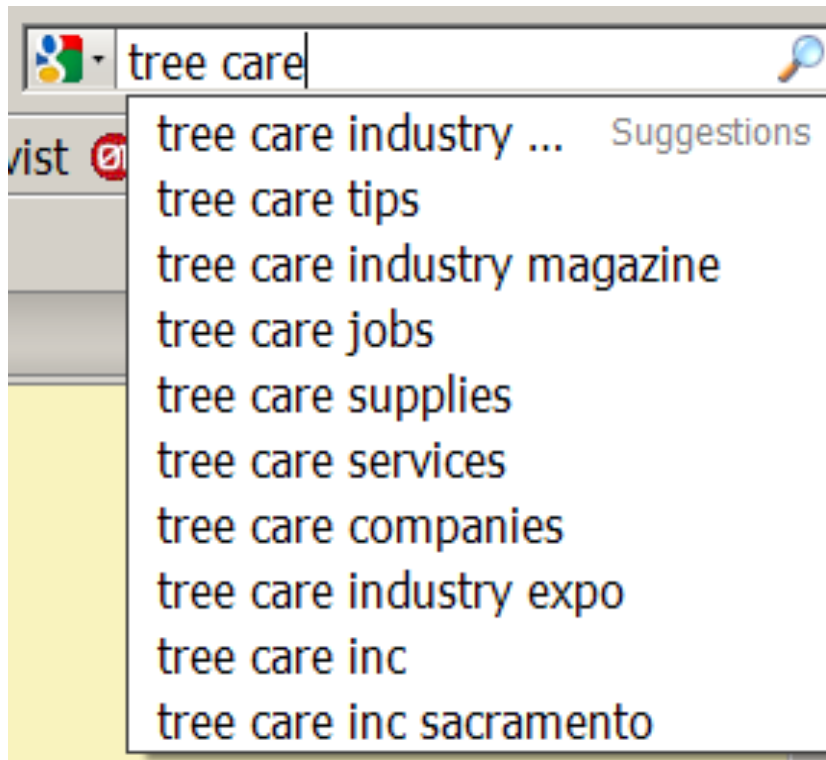
Solve Problems

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

Monitor Your Communities



Be a Community Resource



Blogging Liberates Your Expertise





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)





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:



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Every **Small**
Business

Jeff Korhan




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

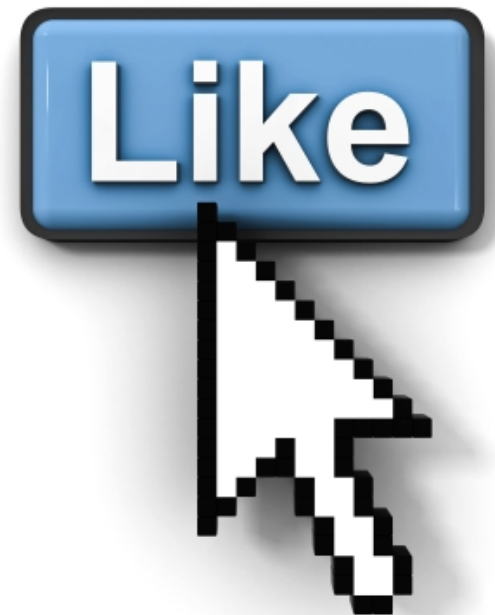
Compromise on price once –
expect to do it again

(Ideally compromise to close)

Don't Oversell – Let Buyers Buy

What's Next?

(be alert to social signals)





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