



Jeff Korhan

New Media and Small Business Marketing

Relationship Selling in the Trust Economy



Presented by Jeff Korhan

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@jeffkorhan on Twitter



The Trust Economy

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

Design Your Business Around Social

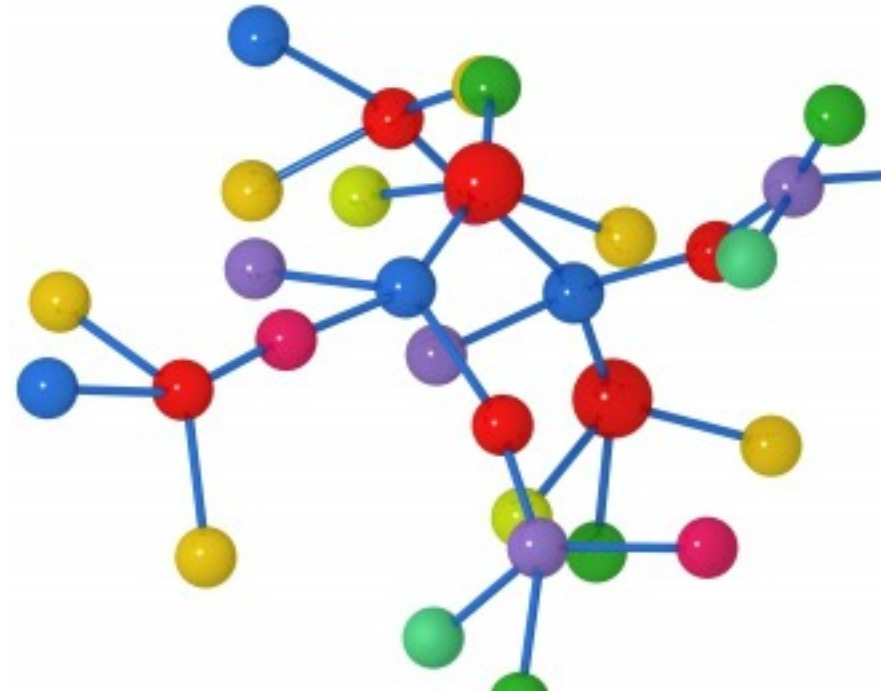


The Relationship Selling Process



Social Graphs

1. Your Profile
2. Your Connections
3. Everything You Share
(*social objects*)



Facebook's "Graph Search"

Forbes

New Posts

Most Popular

World's Happiest Countries

Lists

30 Under 30

40

Share

106

Tweet

14

Share



Elise Ackerman, Contributor

QUBITS: a blog about the future of communication technologies

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TECH | 1/16/2013 @ 1:44AM | 2,762 views

Why Facebook's Graph Search Is A Very Big Deal

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



The Sales Process

Two-Pronged System

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

... more than a series of steps.

A guidance system that makes everyone aware ...

The Intelligent Landscape System™

Design Phase

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





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*



Monitor Your Communities





Relationship Selling

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

Blogging Liberates Your Expertise





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



Danberley Corp

146,723 followers

Follow



HOW YOU'RE CONNECTED



3 First-Degree Connections
22 Second-Degree Connections
2,372 Employees on LinkedIn

[View all connections ▶](#)

COMPANY UPDATES

Feedback

Danberley Corp Robert Stevenson, Danberley CEO, talks about how investing in education will keep America competitive.



Technology and Great Teachers are Essential to the U.S.

Danberley Blog • Core to President Obama's priority of education reform is the idea that investing in education will produce long-term economic gains for our country.

Like (2) • Comment • Share • 18 mins ago

Danberley Corp has a new Senior Product Manager



Sandy Keller
Senior Product Manager
Danberley Corp

Like • Comment • Share • Careers at Danberley • 1 hour ago

PRODUCTS AND SERVICES



Danberley Tablet
Help your child to learn with Danberley's award winning interactive tablet learning system.



Advanced mathematics
Make sure your child remains challenged with our interactive learning system. Covers grades 1-8.

[More Products ▶](#)

ADS BY LINKEDIN MEMBERS



MS in Internet Marketing



The Most Powerful Site for Business Marketers



Google+ is an Identity Service

Google+

Click on the parts of your profile you want to edit. Done editing

Jeff Korhan
Keynote Speaker and Consultant for Mainstream Small Business

Jeff Korhan .com

Change photo

Send a message

Send an email

In Jeff's circles (0)

Edit your profile to change who is visible in your network.

Have Jeff in circles (437)

Posts **About** Photos Videos +1's

Introduction Suggested Circles You Can Put Me In:

- Small Business
- Business Trends
- Marketing
- Relationship Marketing and Selling
- Professional Speakers
- QR codes
- SEO and Social Search



Home



Profile



Explore



Events



Photos



Local



More

From top reviewers

Just for you

Your circles

Also try: [chinese restaurants](#) · [sushi restaurants](#) · [pizza restaurants](#) · [steak restaurants](#) · [mexican restaurants](#) · [sandwiches](#) · [indian restaurants](#) · [italian restaurants](#) · [american restaurant](#) · [thai restaurants](#)

The White Chocolate Grill ☆

American Restaurant · 1803 Freedom Drive, Naperville, IL · (630) 505-8300 · \$\$

SCORE OVERALL
22 58 reviews

At a glance: bread pudding · apple pie · banana cream pie · gluten free · [all tuna](#)

"Unlike a prior review I read, the place was **NOT particularly noisy**. I went at 12:30 PM, prime lunch hour, but place was not busy. Service seemed a bit slow for the lack of customers. The food made up..." [More](#) ▾



Sullivan's Steakhouse ☆

Restaurant · 244 South Main Street, Naperville, IL · (630) 305-0230 · \$\$\$

ZAGAT FOOD 24 DECOR 22 SERVICE 22 COST \$61 79 reviews

From Zagat: "Sizzling steaks melt in your mouth", at this "high-end" chophouse chain boasting "well-executed" presentations and a staff that's "always at the ready"; "dark, masculine" styling and frequent live





Get Buyers to Take Action

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

Keep Everything Moving



Trust Before Pricing

Patience Pays

Pros build value before discussing pricing


... no matter how long it takes

*(If pressed, give a **budget 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 ... ?

Read Body Language




Image by KaiChanVong

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 this were my event ...

“If I was working with your budget ...

“Would you like to know what I would do ... ?



“Divide and Conquer”

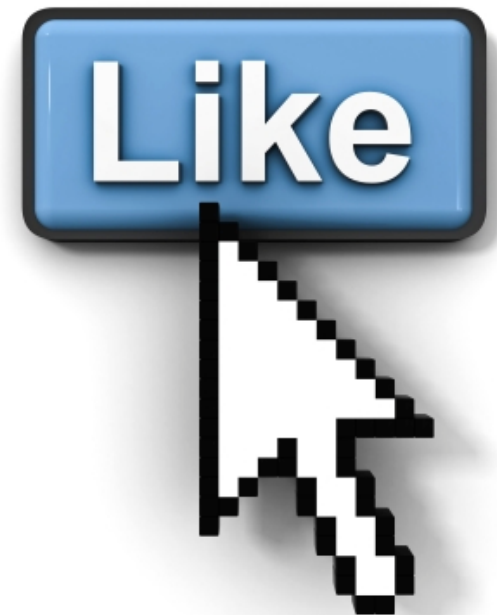
1. Contract for what you agree on
2. Finalize incidentals later


(make them an addendum to the contract)

Don't Oversell – Let Buyers Buy

What's Next?

(be alert to social signals)





Trust Your Buyer

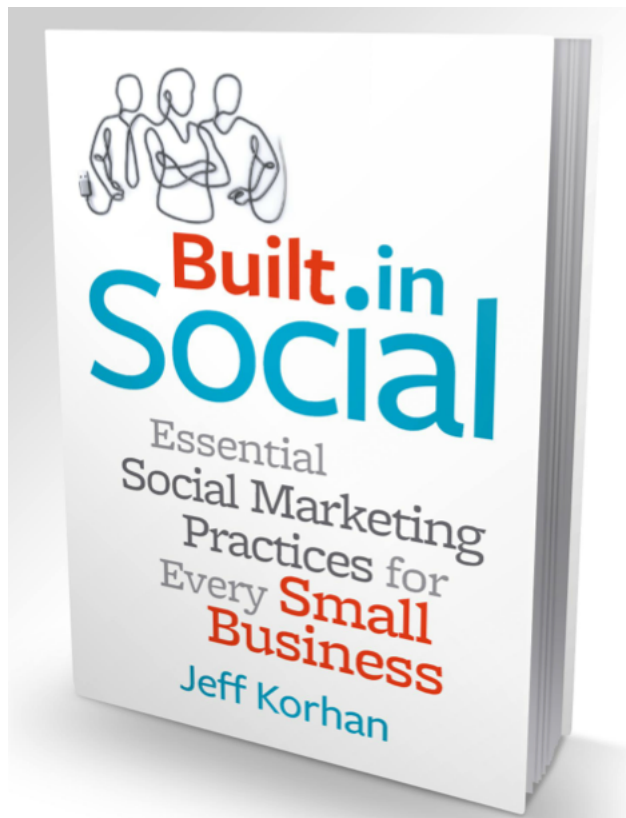
Make it Easy to Buy

... and be prepared for anything



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