



Chamber University

Relationship Selling



WORKBOOK

K E Y P O I N T

CRITICAL INGREDIENTS OF RELATIONSHIP SELLING

8 Competencies
of Relationship
Selling

Prepare	Prepare to Sell
Target	Target the Right Prospects
Connect	Connect with the Person
Assess	Assess the Needs
Solve	Solve the Main Problem
Commit	Commit to the Sale
Assure	Assure Satisfaction
Manage	Manage your Sales Potential



TRUST

EMPATHY

VALUE

LEARN

ADVICE

X-FACTOR

MANAGE & TRUST

EXERCISE



READ THE FOLLOWING SCENARIO, REFER BACK TO THE CRITICAL INGREDIENTS LISTED IN THEIR TRAINING AND IDENTIFY THE SKILLS ALEX USES AND HOW THEY WILL BENEFIT HIM IN THE LONG-TERM.

Alex leads a wealth management firm. While his business is based on helping clients manage their money, there's actually so much more to what he does:

Alex cites one example in which he spent an hour talking to a client's 19-year-old daughter about how to manage her \$3000.

While the daughter wasn't his client, and there would be no direct financial benefit to Alex from talking to her, it made the client happy, and opened up the possibility that the daughter too would become a client in future. Since it can take a long time for our efforts to pay off, forward-thinking is an essential part of relationship selling.

LEARNING BY APPLICATION



ENRICHMENT ACTIVITIES

People buy from sales reps who are genuinely excited about their work and what they sell. In fact, 68% of customers are reportedly lost because of indifference or perceived apathy – perceptions that relationship selling can help mitigate.

Recommended Reading:

Dixon, Matthew, The Challenger Sale