

## JIM'S KEYNOTE AND PRESENTATION TOPICS

# Relationship Intelligence®

## Turning Contacts Into Assets

Relationship Selling: “Increase your Sales IQ! Wouldn't you rather **get ALL the business** instead of just one transaction? Relationships must be treated as Assets!

*A relationship without a sale is merely a social connection.*

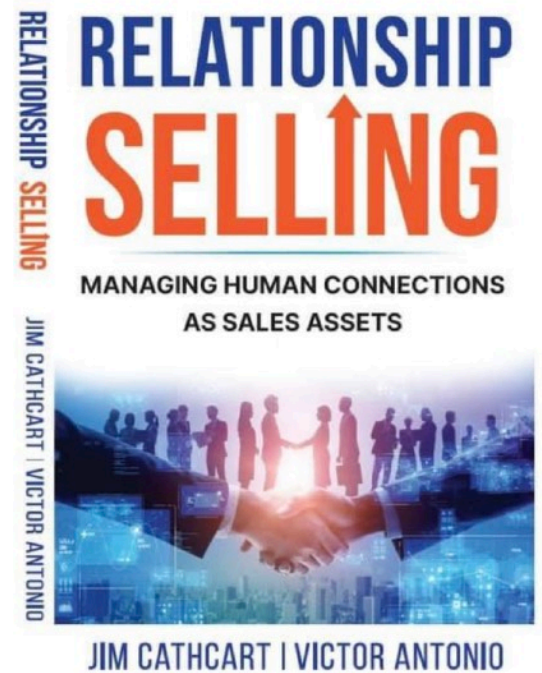
*A sale without a relationship is what one gets from a vending machine. Our clients deserve to have us as their partner in problem solving.”*

### Purpose

- Remove people's fear of making commitments in an uncertain economy. Change the way people think about sales relationships.
- Teach them specific techniques in order to generate more sales with less resistance.
- Build their confidence and give them a clear direction for action.

### What Audiences Learn

- How to get all the business, not just one transaction.
- The eight competencies of sales readiness.
- How to turn “cold” calls into first calls.
- Learn to read the ways people will teach you how to sell to them.
- How to sell to buyers as they like to be sold to.
- The true difference between gross and net revenue.
- Rethinking the purpose of sales (To build profitable business friendships).
- How to gain the edge over competition.
- How to sell naturally, without pressure.
- Studying needs and wants rather than just pitching product benefits.
- How to keep the sales pipeline full.



- Sell the idea not just the product.
- Targeted Curiosity: Learning what to wonder about.
- Advanced listening and questioning techniques.
- How to be a Partner, not just a Persuader.

### Time Frames

- Speech: 20-60 minutes
- Seminar: up to 3 hours
- Workshop: up to 6 hours or 2 days
- 12 week online course available

### Applications

- For Sales Managers, Owners & Sales Professionals
- Knowing how to reach and sustain the top 1% of sales leadership.
  - Teaching non-sales professionals how to generate new business.
  - Advancing the skills of already-successful top performers.