



# SPO Networking Breakfast November 9, 2010

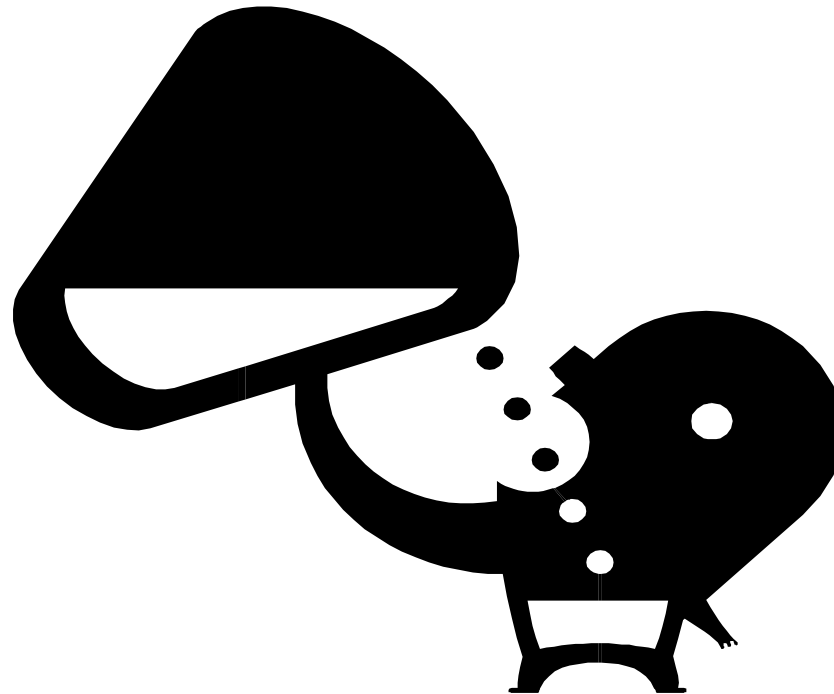
## Quick Sales Tip





# What is your Business Relationship Goal?

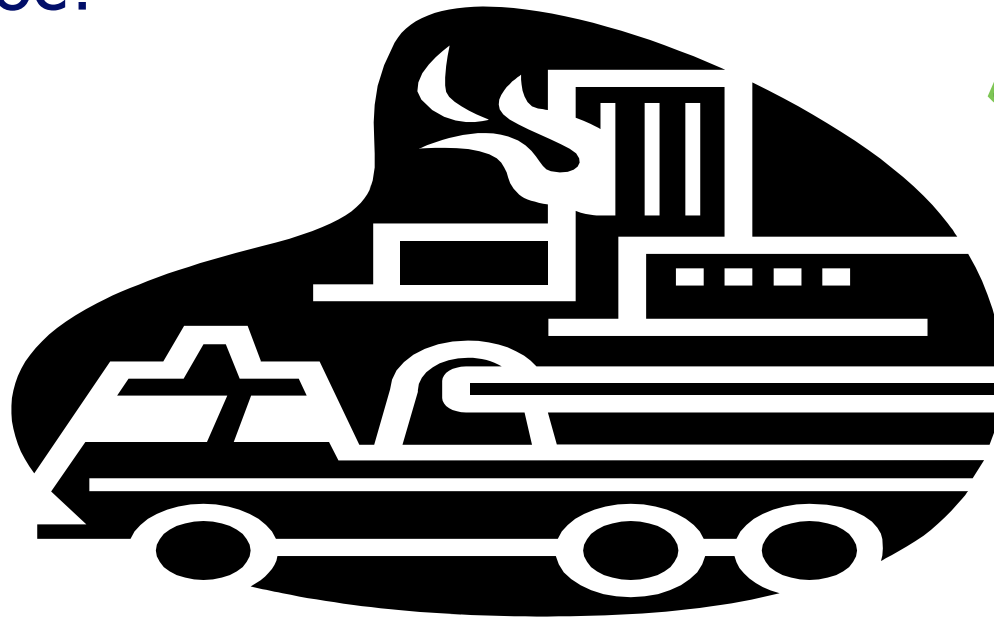
- Social?





# What is your Business Relationship Goal?

- Ad-Hoc?





# What is your Business Relationship Goal?

- Technical?



Simple Media





# What is your Business Relationship Goal?





# Become a Partner!

- What do we (Sales People) need to do?
  - Building Sustainable, Trust-Based Business Relationships
- How are you Perceived by your Buyers?



Simple Media





## Tools for you to use towards Partnering

- After each new encounter with a prospect...complete a .....
  - Relationship Evaluation Form





# Relationship Evaluation Form

- Who called the meeting?
- Why was the meeting called?
- 5 points of discussion that you initiated in the meeting
- 5 points that the buyer initiated in the meeting
- What was said to wrap-up the meeting by both of you?





# Relationship Evaluation Form

- Social
- Ad-hoc
- Technical
- Partner





# Evaluating your Relationships

- Clarifies where you fit within your buyer's world
- Helps you prioritize your time towards spending more time with the "right" Buyers
- Work towards becoming a Partner with the mindset of Building Better Buyer Relationships





# Download this for Free!

- <http://www.ioweu.com/member/39675/diy/EvaluatingRelationships.pdf>
- Posted at [WWW.SALESPROSOTTAWA.COM](http://WWW.SALESPROSOTTAWA.COM)
- **THANK YOU!**
  - Patrick Charlton- Vice President-Sales Professionals of Ottawa

