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**Hardcore Sales Vs. The Relationship Part III: Tips and Techniques For Relationship Selling!**

**By Wild Bill Montgomery**

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Here we are, at the final chapter so to speak. Today, lets talk more on how you go about utilizing the potential for "Relationship Selling".

You know I've done this myself more times than I can count. When people point out the obvious to me, a little alarm goes off in the back of my head saying "You knew that"! Sometimes it's the most obvious things you overlook. So, when that little voice says that to you, just think right back, "Well, why didn't I use it then"?

I started last week with a couple of tips which we'll recap quickly and then move on to some more Tips & Techniques for Relationship Selling.

Steer clear of the "I'm here to sell you something" approach. Since the beginning of the Television era, people have been trampled with Sales and Advertising. Most will shut you down before you can get ever get started.

See yourself as a guide if you will. You're there to assist and lead them to their final destination, your product or service. You are there to help them, not sell them!

Don't vocally paint yourself into a "What's it gonna be?" corner. If you use direct sales or hard persuasion techniques that's exactly what it comes down to, and you better be prepared!

Remember, "Relationship Selling" is not something you turn off and on like a light switch. It's a way of life. Although we are focusing on your business here, the theories behind Relationship Selling can apply to all facets of your life.

Go in with the client, not after a client. If you enter the relationship assuming that they are already a

client, you'll be less apt to try and sell them, and more apt to building a relationship.

Moving onward and upward....

Often "Relationship Selling" starts in social settings. People used to ask me what I did, and I would answer abruptly "I do freelance Perl Programming and Web Design on the Internet". So what's wrong with this picture? The easiest way to show you, is to answer it again the right way. "We provide small businesses with low cost alternatives to expensive Internet development". Ok, which sounds better? I hope you said number two. If not you have a lot of work in front of you. Rule of thumb: Never tell that what you are, tell them how you can help. In this case, I have aligned myself with the small business person, who is my target market, but at the same time, I have expressed that I am helping, not selling.

Did you notice that I didn't use any technical terms or words that are difficult to understand. Dump all the techno-garbage and those terms that nobody really gets. If you're using them because you think you are impressing them, welcome to the real world. It's called "Frustration". How would you enjoy spending lunch listening to somebody and not understanding half of what they say. Oh yea, I'm buying your thingamajigger...

Listen to your prospect. The more they say, the better

you can anticipate their needs and wants. Most often their needs and wants are two different things. Their needs are their bottom line, while their wants are top of the line. Don't try to sell them what they need, make it clear that you can give them what they want, how they need it.

When using Relationship Selling stay away from "Power Words". You have phrases like "productivity", "competitive advantage", "your bottom line" and on down to the hard sale oldies like "MAKE MONEY NOW", "Revolutionary Product" or even "Sensational New Offer". These power words have their place in advertising headlines, but not here.

A sure fire way to know if there is something wrong with your relationship selling approach is to examine the relationship you have with current clients. Was the

relationship the same before they became your client as it was after? Did you then lack confidence that you now exhibit (afterwards), while showing them you really are as good as you said you were? You are probably losing customers from exhibiting that lack of confidence going in. Perhaps you're the opposite, you're actually more confident with the sell, than you are with the service or product. In that case, I would have to say it's time to change products. Nevertheless, confidence is the key note here. Your listener must know you are confident enough to introduce it, for them to be confident enough to buy it.

I'm one of those rare breed who sometimes enjoy listening to telemarketers and insurance agents (to a point). Not for any sales tips I can use, but for any bad habits I may still unwittingly be using. When it comes to Hard Sales, these guys are like dinosaurs. If any part of their sales pitch starts to sound familiar, stop and re-examine your Relationship Selling. Point being; Be sure that those annoying little sales pitches don't ring a bell with your own approach. Sometimes it can be downright hard not to come off sounding like a salesman.

All kinds of things can build or destroy a good

relationship. This is where the word "Alignment" comes in. You must align yourself with your prospective client. If your prospective client is a frat house and you're in the DJ business, you would hardly show up in a suit and tie, unless of course you want these boys to eat you alive. On the other hand you don't want to meet the president of an accounting firm wearing sandals and a tie-dye tee shirt either. But it goes much farther than appearance. It's in your language, your mannerisms and the way you move. Everything about you should align with what your client needs to see and hear.

Most relationships in your life are built without a second thought. It's simple action-reaction. Two strangers meet. One says "good morning" (action), the other responds "good morning to you" (reaction). Soon you're talking about what you do for a living and so on. A simple, subconscious event. Action-Reaction starts a relationship, but planned action-response relationships often require research and planning. You want to lead the conversation in a certain direction, so you know the response to their reaction to cue the next reaction-response. Remember, you're a guide. Lead

the conversation in the direction you want, without using sales pitches, buzz words or mentioning products or services. The trick is to lead them to the point of asking you what you want to tell them.

There is only so much I can get across in this article, but throughout this series of three articles I have been recommending a book by Rick Beneteau. If you would like to learn more on "Relationship Selling" & "Personal Branding", I strongly urge you to read his Powerful new book that puts YOU on the fast track to becoming an Internet Celebrity. Not only does Rick teach you step-by-step how he did it; he also asked many of the top Internet personalities to share their success secrets with you. If you're at all serious about achieving success on the Internet, you need to start Branding YOU and Breaking the Bank! Do yourself a favor. Check It Out at:

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## **Hardcore Sales Vs. The Relationship Part II: Building A Relationship With Your Prospect!**

**By Wild Bill Montgomery**

I would like to discuss some of the positives and negatives of sales and how they relate to relationship building. I would also like explain how you can go about starting to build a solid vendor–client relationship, and what pitfalls to avoid in the process.

DON'T ever give your prospective client the feeling of "This person is just here to sell me something" or conveying even the smallest inkling that portrays "Selling".

DO always "help" your client arrive at the fact that your are here to provide a service or product that they want and need. You are not there to sell; you are there to help.

DON'T go into the "Salesperson Overdrive". There are many of you out there, including myself, that must fight the urge to SELL or to Dominate the prospect. Whether you know it or not, you are setting yourself (and the prospect) up for that final decision, "Yes Or No, What Will It Be"? You end up in the situation which most of us despise, "The Sell".

Your entire Business Persona should be a Soft Persuasion. This means that you never try to make your prospect see things your way, It's quite the opposite actually. Soft Persuasion is in the Packaging. It's the way you package your company, yourself and your product or service. I don't mean the box it comes in. When I speak of packaging, I mean the way you portray your company and yourself. It should be a positive and confident portrayal, not an overbearing one.

Hard Persuasion too often comes back to bite you in the ass. Hard Persuasion separates you from your prospect, moving them away from you. Nobody likes to be bullied, and that's what Hard Persuasion or the Hard Sell comes down to. No matter how nicely you do it, you are

bullying them into seeing things your way. This is not to say that there are not some of you who can make this work, but for most of us the Hard Sell Close is a feat that is beyond our capabilities. This is because we are business professionals and technical experts, not seasoned sales people.

Approach your prospect as if they are already a client. Assume this because they truly need your service, not because you want to make the sale. How you see and treat your prospective client is how they will see themselves. Perception is a strong tool to be used wisely.

Cover all the details before they can become potential problems in the closing of the sale. Covering all the details can help you avoid being pulled into an objection contest. Always maintain the one-to-one Relationship. Once you move outside of that circle and separate yourself from the prospect, it's almost impossible to get back. You have removed yourself from their domain of trust to the domain of a salesperson. Crossing this line even once will cause your prospect to mistrust you and see you as a salesperson, not a service provider.

Staying low-key and creating an atmosphere of "no-pressure" is imperative. Remember; portray confidence, not arrogance. This is what Relationship Selling is all about. You want your prospect to feel at ease, not backed up into a corner waiting to strike out at whatever you have to say.

Above all, learn how to handle and deal with rejection in a positive manner. If you have carried yourself confidently explained all the details and they tell you "no sale", it may be that they were not a good prospect in the first place. It could also mean that they are indeed still a good prospect and they simply don't know it yet.

Next week, I'll pass on some techniques used in the process of relationship building and selling. Until then my friend work hard carrying yourself with confidence and honesty.

If you missed last weeks Part I, you can review it at:  
<http://216.147.104.180/articles/data/20001018031828.shtml>

It's been a pleasure. Please Feel Free to write me  
<mailto:wildbill@greatdesignz.com> and let me know  
what you "Honestly" think about sales, marketing and  
of course my article!

I hope you can join me next week for Part III:  
"Tips and Techniques For Relationship Selling"

Would You Like To Discover More About The Advantages Of  
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Hardcore Sales Vs. The Relationship Part II: Building A Relationship With Your Prospect!

Part I: Sales, How Revolting! Part I: Sales, How Revolting!

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Customer Relationships How To Build Them.

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