

TURNING YOUR CUSTOMERS INTO LONG-TERM FRIENDS

The Secret Sauce that Guarantees Repeat and Referral Sales

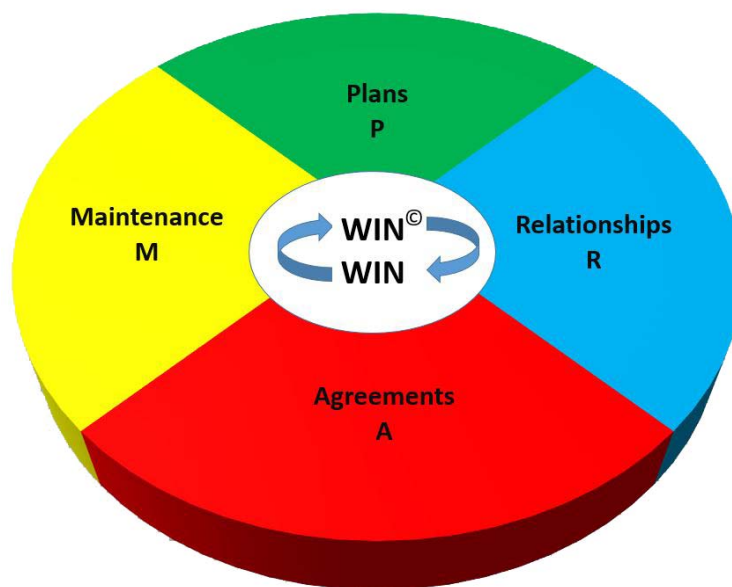
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PROGRAM OUTLINE

I. Basic Elements of Securing Repeat and Referral Sales

- Selling is all About People
- People Are All Motivated by the Same Thing
- The Entire Selling Process Must be Win-Win
- You Must Use a Selling Model that Guarantees Repeat and Referral Sales

II. The PRAM Model: The Only Selling Model That Guarantees Repeat and Referral Sales



III. Win-Win Plans

- Determine Your Self-Interest
- Identify The People Who Stand Between You and Success or Failure
- Determine Their Self-Interest
- Develop a Strategy to Connect the Customer's Self-Interest with Yours

IV. Win-Win Relationship

- Plan Situations that allow a Relationships to Develop
- Cultivate the Relationship
- Don't Get to Business Too Quickly

V. Win-Win Agreements

- Verify the Customer's Self-Interest
- Implement Your Strategy to Connect the Customer's Self-Interest with Yours
- Work *Together* to Resolve any Problems
- Finalize the Agreement

VI. Win-Win Maintenance

- Maintain Your Agreements
- Maintain Your Relationships
- Maintain Your Plans

HANDS-ON SELLING EXERCISE

At this point, the class will be divided into "consulting teams" of 4-6 people. Each team will then select a selling problem that one of the team members owns. Then, using what they have just learned in the class, each team will develop a solution to their problem. This is where the real learning takes place. Once each group has developed their solution, they will then present it to the rest of the class and invite additional input from the other participants. The instructor will then debrief each group.

VII. Using the PRAM Model as a Diagnostic and Problem Solving Tool

- Cold Calls
- Objections
- Irate Customers or Dissatisfied Customers
- People Who Are in Power Positions
- Difficult People

VI. Keys to Making the PRAM Model Work for You

- Balance
- Integrity
- Patience