

## From Traditional Selling to Relationship Selling

### A comparison of two models

Most people cringe at the sound of the word “salesman”. Salespeople are seen as slick, cunning and underhanded. In the movie Glengarry for example, three salesmen excel at convincing people to buy objectionable homes. Coercing people to buy products and services that they don’t need for the sake of closing a sale is not effective selling.

Such selling practices mirror the traditional selling models that are based on memorized formulas such as: 15 ways to make a sale, 25 methods to handling objections, and well over 25 famous closes depending on your objective. The traditional model of selling focuses so much on the model that the sales representative does not listen to what their prospective clients are saying. These sales practices are no longer effective as people are not responsive to them. Today’s market requires a higher level of sophistication. Aware of this, companies are starting to lean toward a relationship model of selling.

Relationship selling encourages sales representatives to build relationships with their prospects and learn what their needs are. The relationship model of selling is slower and more time-consuming, but it also promotes longevity, builds retention in your customers and increases your pool of prospective clients.

There are many different selling models available. In my experience as a medical sales representative, I used Competitive selling. In my coaching business, I use the Relationship Selling model. However, I am genuinely passionate about any form of the selling process. As a Sales Coach, I am often asked to coach a combination of selling models. Here is a brief description of a few different selling models:

- **Consultative** – Utilized your knowledge of the conditions of the industry to solve your client’s problems.
- **Competitive** – Focuses on the benefit of your product or service over that of your competitors.
- **Value-Based** – Identifies the cost-effect abilities your product or service will provide your customers.
- **Probability** – Targeting high probability prospects through a series of questions that require positive answers.
- **Relationship** – Focuses on building and maintaining good business relationships with customers. \_

### **Six steps to the Relationship Sales Process**

Relationship selling is a model that allows you to be a successful and effective salesperson while maintaining the integrity of your business. The six steps of the relationship sales process are customizable to fit your business or service needs.

- **1: Know your product or service:** Before your initial conversation, it is essential that you understand what features make your product unique and desirable.
- **2: Initial Sales Conversation:** Create a plan on how to begin initial sales conversations with clients in your target market.
- **3: Exchange Information:** Meet with prospects, ask questions and uncover their needs. Present your product or service and how it might fulfill your client’s needs.

- **4: Offer a solution:** Present your client with ways that your product or service will meet their needs. Be honest if your product or service does not fit their needs. Don't be afraid to give your expert opinion.
- **5: Confirm the sale:** Go over the product features and benefits as they apply to the client's needs. Gain a commitment from the client. Build your relationship with trust and respect.
- **6: Follow up:** This is an excellent opportunity to stay in touch with your client. This follow up creates an opportunity for repeat business and referrals to new prospects.

Successful salespeople know that the key to getting and keeping clients is not determined by the business you are in, but by the way you do business.

To learn more about the sales process and increase your cash flow call (805) 208-7539 or click here to connect to my website.

Call now to schedule a complimentary 30 minute coaching session. Group or individual coaching available.