

Relationship Selling - RSDT021907

– Audio Track Descriptions

RSDT_021907TrackDescriptions.docx

CD1

- Track 1 Welcome by John; The system you are involved in; About the program; John's background; Note: You will get 10 plays of this Track for \$0.1 (10 cents)
- Track 2 Program content; Improve your network; Program Book index; Program recording Note: You will get 10 plays of this Track for \$0.1 (10 cents)
- Track 3 Program content continued; Importance of profits; Program Book page 2; Behaviors; Being Professional; Providing Value. Note: You will get 10 plays of this Track for \$0.1 (10 cents)
- Track 4 Providing Value continued; Starting a sale; Program Book page 3 Closing; Bonus Material; Selling in a down market; Public Speaking. Note: You will get 10 plays of this Track for \$0.1 (10 cents)
- Track 5 Managing your time "System"; Program Book page 4; Goals and Plans; Tools of the trade; Your expectations; Easier to mess up a relationship; Apologies Note: You will get 10 plays of this Track for \$0.1 (10 cents)
- Track 6 Purchasing people need to be in the loop; You need an Organization Chart for big accounts; Commercial Savvy;. Note: You will get 10 plays of this Track for \$0.1 (10 cents)
- Track 7 Distributors and the relationship you have with them; Program Book page 5 Retaining the information from the program; Use more senses; You will learn SKILLS Note: You will get 10 plays of this Track for \$0.1 (10 cents)
- Track 8 Price is not the first reason customers buy; Rational, logical thinking is also not at the top of reasons customers buy; Being the Preferred Supplier; Let me ask you two questions; a Peddler; Note: You will get 10 plays of this Track for \$0.1 (10 cents)
- Track 9 Salesperson with 13 western states; Back to the Peddler; Business Partner; Work on what the customer wants you to work on; And do it at the customer's pace. Note: You will get 10 plays of this Track for \$0.1 (10 cents)
- Track 10 Avoid the shutout; Eventually get control of your account; The Wheel of Fortune on Program Book page 5; Not the Wheel of Doom; Problems help us get closer; Program Book page 7 Systematic Development and Application of Skills. Note: You will get 10 plays of this Track for \$0.1 (10 cents)

CD2

- Track 1 Commercial skills; Distributor sales people; Purchase Facilitators; Added Value; Value-Added; Familiarity; Awareness; Impatience; Note: You will get 10 plays of this Track for \$0.1 (10 cents)

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- Track 2 Purchase Facilitators continued; Everybody's job is to produce PROFITS; Program Book page 7 Note: You will get 10 plays of this Track for \$0.1 (10 cents)
- Track 3 Profits continued; Example of giving a customer a 10% discount and its impact on profits; Ask questions; Can you tell me why you want to order so many; Relationship Selling is not about closing. Note: You will get 10 plays of this Track for \$0.1 (10 cents)
- Track 4 Closing continued; Relationship Selling is helping your customer; Connecting with your customer; Finding ways to develop common ground; Program Book page 9 The Readiness To Buy Curve; Note: You will get 10 plays of this Track for \$0.1 (10 cents)
- Track 5 Readiness to Buy Curve continued; Need to work on the customers that are "All Set"; Change is something customers hate; Move at the customer's pace; Page 10 "Purchase Cycle" Note: You will get 10 plays of this Track for \$0.1 (10 cents)
- Track 6 Purchase Cycle continued; Awareness; Feasibility; Alternatives; Funding; Action; Account Selection criteria; Right down the street; Growth trend; Page 12 Examples of Customer contacts Note: You will get 10 plays of this Track for \$0.1 (10 cents)
- Track 7 Automated customer contacts continued; faxes, emails, post cards; Papers require action; Quarterly newsletter; Communicate in writing Note: You will get 10 plays of this Track for \$0.1 (10 cents)
- Track 8 Purchase Cycle continued; Compression techniques; Page 14 The System we recommend for outside sales persons; Customer Relationship Management (CRM) Database; Importance of Persistence; Note: You will get 10 plays of this Track for \$0.1 (10 cents)
- Track 9 The System continued; Use the phone; Assign accounts; Cost of Use vs Cost of Product; Book of test reports; Sit down next to the customer and use the word WE..... Note: You will get 10 plays of this Track for \$0.1 (10 cents)
- Track 10 Cost of Use continued; Program Book page 15 Behaviors; This track has several lengthy questions from the audience which are difficult to hear Note: You will get 10 plays of this Track for \$0.1 (10 cents)

CD3

- Track 1 Program Book page 15 continued; Behaviors continued; Maslow's Need Hierarchy; Asking permission for thing; How to sit at a table; Note: You will get 10 plays of this Track for \$0.1 (10 cents)
- Track 2 How to sit at a table for lunch with a customer continued;.Sit alongside the customer; Build rapport with the customer Note: You will get 10 plays of this Track for \$0.1 (10 cents)
- Track 3 Building rapport continued; Conference tables; How to start a meeting; Make it "All WE"..... Note: You will get 10 plays of this Track for \$0.1 (10 cents)

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- Track 4 I made you angry in a meeting; Stand up during a presentation; Left brain vs Right brain; Many customers want to be friends; Note: You will get 10 plays of this Track for \$0.1 (10 cents)
- Track 5 Behaviors continued; Left vs right brain continued; Do's and don'ts for them on page 17; Need to smile;. Note: You will get 10 plays of this Track for \$0.1 (10 cents)
- Track 6 Have a smile continued; Repeating back the customer's words; Using the customer's name; Beginning of "Types of People" role-play on page 18. Note: You will get 10 plays of this Track for \$0.1 (10 cents)
- Track 7 Comments on Types of People role-play; How to dress for professionalism; Show respect for your customer by looking professional; No expensive jewelry; Note: You will get 10 plays of this Track for \$0.1 (10 cents)
- Track 8 Program Book page 19; Clothes for professionals; Dark upper jacket with a white shirt looks strong; If you are selling Snap-On tools to mechanics, dress like a mechanic..... Note: You will get 10 plays of this Track for \$0.1 (10 cents)
- Track 9 Dress for professionalism continued; Being Prepared; Having a "To Do" book and write stuff down; Solar powered calculator; Large briefcase with samples, literature. Note: You will get 10 plays of this Track for \$0.1 (10 cents)
- Track 10 Having a large briefcase is critical; Keep an inventory of what is in your briefcase and car and keep track of it; Never say anything bad about your company or your competitors; Note: You will get 10 plays of this Track for \$0.1 (10 cents)

CD4

- Track 1 Program Book page 20 "Developing Empathy"; Being self-effacing; Make the customer feel BIG; STOP. Note: You will get 10 plays of this Track for \$0.1 (10 cents)
- Track 2 How are you handling yourself with customers; Use the word "YES" Note: You will get 10 plays of this Track for \$0.1 (10 cents)
- Track 3 Never say NO to a customer; Look for areas of common ground; Go for a walk with the customer; Tell a good joke; Use customer's first name; Mirror the customer's style and intensity level; Note: You will get 10 plays of this Track for \$0.1 (10 cents)
- Track 4 Eye contact is important too; Don't use the word "I" substitute "We"; Repeating the customer's words; Note: You will get 10 plays of this Track for \$0.1 (10 cents)
- Track 5 Example of repeating back; Powerful way to connect with customers; Support Statements role-play comments on page 21 Note: You will get 10 plays of this Track for \$0.1 (10 cents)

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- Track 6 Importance of being humble; Don't ask offensive questions; In fact, be very careful asking any personal questions; No family, religion or politics; Note: You will get 10 plays of this Track for \$0.1 (10 cents)
- Track 7 On a tour, show the customer respect through active listening; learn about your customer's business. Note: You will get 10 plays of this Track for \$0.1 (10 cents)
- Track 8 On a tour, write down what the customer's tell you; Value Added Selling on page 22; Integrity and trust are so important; Spiritual Development is important and how do you do it; Physical Development is also very important; Intellectual Development is the third area you need to work on to provide Value-Added; Note: You will get 10 plays of this Track for \$0.1 (10 cents)
- Track 9 Always try to do two things at once OR half as often; Examples of doing more than one thing simultaneously; Account diary in a folder; Elliptical machines while reading good newspapers ; Note: You will get 10 plays of this Track for \$0.1 (10 cents)
- Track 10 Intellectual Development continued; USA Today has great general information; New York Times for info on global markets; Wall Street Journal will help with your financial future; Note: You will get 10 plays of this Track for \$0.1 (10 cents)

CD5

- Track 1 Reading good papers continued; Multi-tasking; Defeat procrastination. Self Confidence is the reduction in doubt and fear; Program Book page 23 Daily Time Log..... Note: You will get 10 plays of this Track for \$0.1 (10 cents)
- Track 2 Most people are working on the wrong stuff; Place a "Strategic" rank your work activities; Note: You will get 10 plays of this Track for \$0.1 (10 cents)
- Track 3 Program Book page 24; Make a list of 15 people critical to your success; Ways to get them to want to help you. Note: You will get 10 plays of this Track for \$0.1 (10 cents)
- Track 4 Unlimited Power by Anthony Robbins; Program Book page 25 Being Dependable; It is a numbers game; Key Calling Hours; Page 26 "Our System"; Getting records; Response List; Note: You will get 10 plays of this Track for \$0.1 (10 cents)
- Track 5 Response list continued; Screen and Qualify records; Focus on proper accounts; Develop Relationships; Become Preferred Supplier; Use Technology; Turning Point examples; Note: You will get 10 plays of this Track for \$0.1 (10 cents)
- Track 6 Doing a live demonstrations for the customer; Hanging out with customers; Pick accounts to focus on without a dominate supplier, good size Note: You will get 10 plays of this Track for \$0.1 (10 cents)
- Track 7 Program Book page 27 "Unique Selling Advantages" examples of good statements and not so good statements; Note: You will get 10 plays of this Track for \$0.1 (10 cents)

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- Track 8 “What’s In It For Me” statements; Examples of good and not so good WIIFM statements; Program Book page 28 “Global Universe”; CRM Database is needed
Note: You will get 10 plays of this Track for \$0.1 (10 cents)
- Track 9 Importance of having a Customer Relationship Management (CRM) database. Get records coming in and then they have to be called; Out of 100 records, only 20 can buy and only 3 will; Microsoft Access Database. Note: You will get 10 plays of this Track for \$0.1 (10 cents)
- Track 10 How to make an outbound call; CRM database continued on page 29; Program Book page 30 Phone Sales Process Chart; Have a smile on your face; Just hit “O”; What to say on the call; Start with a WIIFM; then follow with several questions.
Note: You will get 10 plays of this Track for \$0.1 (10 cents)

CD6

- Track 1 How to handle a customer’s inbound call asking for help. Note: You will get 10 plays of this Track for \$0.1 (10 cents)
- Track 2 Program Book page 30 continued; Preface your questions with: “Can I create a record for you and your company?”. Note: You will get 10 plays of this Track for \$0.1 (10 cents)
- Track 3 Phone Verification not Phone Sales; How many calls can a phone caller make; Phone Sales Contact Flow Chart on page 31 and Daily Call Log on page 32
Note: You will get 10 plays of this Track for \$0.1 (10 cents)
- Track 4 Program Book page 33 and 34 “Using Technology To Contact Customers”; CRM database; Outlook; HTM Documents; WinFaxPro; How to create a good flyer to send to customers; Make it look like USA Today; Three Tier Flyer on page 35.
Note: You will get 10 plays of this Track for \$0.1 (10 cents)
- Track 5 Three Tier Flyer design continued; Use lower case; Arial font; Make it clear and easy for the customer to understand; What if you know the customer?. Note: You will get 10 plays of this Track for \$0.1 (10 cents)
- Track 6 Are you the Machinist on this job? Being persistent. Note: You will get 10 plays of this Track for \$0.1 (10 cents)
- Track 7 Program Book page 36 “Providing Value”; Identify the right contacts at each account; Cost of Use example on page 14; Note: You will get 10 plays of this Track for \$0.1 (10 cents)
- Track 8 Program Book page 37 “Starting a Sale”; Have a large briefcase with literature and samples; Page 38 Note: You will get 10 plays of this Track for \$0.1 (10 cents)
- Track 9 What if he is an old friend? Want to know how much they are buying and from whom; F.W. Lanchester market share and get to 26% market share; Your Proposal.
Note: You will get 10 plays of this Track for \$0.1 (10 cents)

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Track 10 Your Proposal continued; What constitutes more info? Testimonials; Reference Letters and how to get them. Note: You will get 10 plays of this Track for \$0.1 (10 cents)

CD7

Track 1 Your Proposal continued; Sample Proposal on page 39, 40, 41; Larger is better; 2nd Day begins with Bonus Material page 89 Distributor Margins and Net Profit and Manufacturer's Margin and Net Profit Note: You will get 10 plays of this Track for \$0.1 (10 cents)

Track 2 Bonus Material continued; Manufacturer's Margin; Inventory Carrying Cost. Note: You will get 10 plays of this Track for \$0.1 (10 cents)

Track 3 Inventory Carrying Cost continued; Inventory Turns. Note: You will get 10 plays of this Track for \$0.1 (10 cents)

Track 4 Inventory Carrying cost continued; Inventory is an anchor; Consigned inventory; ;. Note: You will get 10 plays of this Track for \$0.1 (10 cents)

Track 5 Bonus Material continued; The way Manufacturers, Distributors and Customers should work together on page 90; Cash Flow on page 91. Note: You will get 10 plays of this Track for \$0.1 (10 cents)

Track 6 Cash Flow discussion continued; Example of cash flow "crunch" and possible solutions; Note: You will get 10 plays of this Track for \$0.1 (10 cents)

Track 7 Bonus Material continued; Being the customer's Business Partner..... Note: You will get 10 plays of this Track for \$0.1 (10 cents)

Track 8 Meeting with your distributor regularly; Program Book page 92 "Channel Alternatives" Direct Sellers; Catalog Sellers; Partners; Solution Sellers..... Note: You will get 10 plays of this Track for \$0.1 (10 cents)

Track 9 "Channel Alternatives" continued; Partnering; End of Bonus Material; **Review of material presented on the first day** starting on page 1 Note: You will get 10 plays of this Track for \$0.1 (10 cents)

Track 10 Continued **Review of material presented on the first day** starting on page 5..... Note: You will get 10 plays of this Track for \$0.1 (10 cents)

CD8

Track 1 Continued **Review of material presented on the first day** starting on page 15..... Note: You will get 10 plays of this Track for \$0.1 (10 cents)

Track 2 Continued **Review of material presented on the first day** starting on page 26..... Note: You will get 10 plays of this Track for \$0.1 (10 cents)

Track 3 Continued **Review of material presented on the first day** starting on page 27..... Note: You will get 10 plays of this Track for \$0.1 (10 cents)

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- Track 4 Continued **Review of material presented on the first day** starting on page 29..... Note: You will get 10 plays of this Track for \$0.1 (10 cents)
- Track 5 Continued **Review of material presented on the first day** starting on page 30..... Note: You will get 10 plays of this Track for \$0.1 (10 cents)
- Track 6 Continued **Review of material presented on the first day** starting on page 35..... Note: You will get 10 plays of this Track for \$0.1 (10 cents)
- Track 7 Continued **Review of material presented on the first day** starting on page 38; Discussion of Starting a Sale Role-Play with comments..... Note: You will get 10 plays of this Track for \$0.1 (10 cents)
- Track 8 Role-Play continued; Program Book page 44 “Closing”..... Note: You will get 10 plays of this Track for \$0.1 (10 cents)
- Track 9 “Closing” continued with examples of Activity Closes; Role-Playing is very helpful; Preferred Supplier closing examples on page 45..... Note: You will get 10 plays of this Track for \$0.1 (10 cents)
- Track 10 “Closing” continued; Examples of Macro Closes (Preferred Supplier Projects on page 46)..... Note: You will get 10 plays of this Track for \$0.1 (10 cents)

CD9

- Track 1 “Preferred Supplier” continued; Program Book page 47 **Dealing with PRICE**;..... Note: You will get 10 plays of this Track for \$0.1 (10 cents)
- Track 2 **Dealing with PRICE** continued; Program Book page 48 “Overcoming Objections”; “Confirmation and Leading”; Summarizing before you leave and with an email..... Note: You will get 10 plays of this Track for \$0.1 (10 cents)
- Track 3 Summarizing continued; Getting a commitment to order it;..... Note: You will get 10 plays of this Track for \$0.1 (10 cents)
- Track 4 Getting a commitment to order it, continued; Program Book page 49 “Getting an order”; Keeping a hand-written diary Note: You will get 10 plays of this Track for \$0.1 (10 cents)
- Track 5 After the order; Program Book page 50 “Dealing with Rejection”; Read Unlimited Power by Anthony Robbins; Put off the negative thinking for a week; Beginning of Closing Role-Play on page 51..... Note: You will get 10 plays of this Track for \$0.1 (10 cents)
- Track 6 Closing Role-Play discussion continued; After role-play comments by John..... Note: You will get 10 plays of this Track for \$0.1 (10 cents)
- Track 7 After role-play comments continued; Substantiating Standards; Program Book page 52 “Selling in a Down Market”; “Strategic Linkages”..... Note: You will get 10 plays of this Track for \$0.1 (10 cents)

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- Track 8 Strategic Linkages continued; Getting records; Commonalities, Partnering, Vertical Networking; Linkage Expansion on page 53; Making an effort ALWAYS to add or take Note: You will get 10 plays of this Track for \$0.1 (10 cents)
- Track 9 Making an effort continued; If someone is out of work try to find that person a job; Beginning of Strategic Linkages role-paly on page 54; Some comments after the lunch; Program Book page 55 Strategic Linkages continued; Page 56 Selling in a Down Market continued Note: You will get 10 plays of this Track for \$0.1 (10 cents)
- Track 10 Selling in a Down Market continued; Following up on leads; Examples of things we can do to generate business..... Note: You will get 10 plays of this Track for \$0.1 (10 cents)

CD10

- Track 1 Upsell and Cross Sell to sell more; Look around in your existing accounts; Work on what is worth working on; Reevaluate your assumptions; Program Book page 57 “Public Speaking” Note: You will get 10 plays of this Track for \$0.1 (10 cents)
- Track 2 “Public Speaking” continued; Dealing with fear; Ways to overcome fear; Toastmasters; 5”x7” file cards; Hand out literature..... Note: You will get 10 plays of this Track for \$0.1 (10 cents)
- Track 3 “Public Speaking” continued; Find a way to start your talk examples; Note: You will get 10 plays of this Track for \$0.1 (10 cents)
- Track 4 “Public Speaking” continued; Dealing with a tough question; Anticipate what will happen during your presentation; Program Book page 58 Use the Socratic Method; Get the audience contact info; Beginning of the Speaking Role-Play on page 59 and John’s comments..... Note: You will get 10 plays of this Track for \$0.1 (10 cents)
- Track 5 Speaking Role-Play comments by John continued; Presentation creation tips; Being nervous is essential to doing a good job; Project that you are a person; More about how to start..... Note: You will get 10 plays of this Track for \$0.1 (10 cents)
- Track 6 Public Speaking continued; Comments by John continued; Program Book page 60; “Managing Your Time”; You have to have a system; Doing two things at once..... Note: You will get 10 plays of this Track for \$0.1 (10 cents)
- Track 7 “Managing Your Time” continued; Reduce wasted time; Batching Role-Play on page 61..... Note: You will get 10 plays of this Track for \$0.1 (10 cents)
- Track 8 “Managing Your Time” continued; Batching Exercise comments; Program Book page 62 Need To Focus on “Key” Accounts; 2% of your accounts will give you 50% of your sales so focus on a small number of accounts; Get your family involved Note: You will get 10 plays of this Track for \$0.1 (10 cents)
- Track 9 “Selection Criteria For Key Accounts” on page 63 and 64; How many accounts can a sales person handle? High Resource “A” accounts; Medium Resource accounts

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(maintenance accounts); Low Resource accounts Note: You will get 10 plays of this Track for \$0.1 (10 cents)

Track 10 “Managing Your Time” continued page 65; Scheduling your time for a Maintenance Territory; Growth Territory scheduling on page 66; Page 67 “Your Time” is so important..... Note: You will get 10 plays of this Track for \$0.1 (10 cents)

CD11

Track 1 “Managing Your Time” continued page 67, 68 Start your calendar for the next year at Christmas time; Put key items on whole year calendar; Scheduling example on page 69 for Orange County, San Diego County and Los Angeles county; ;..... Note: You will get 10 plays of this Track for \$0.1 (10 cents)

Track 2 “Managing Your Time” page 69 continued; Separate your territory into 3 parts and schedule your time 121 days occurring Tuesday, Wednesday and Thursdays; Schedule 4 visits per day; Outlook calendar on page 70 shows 6 days in Orange County; 2 days in San Diego and LA counties Note: You will get 10 plays of this Track for \$0.1 (10 cents)

Track 3 Scheduling your visits to customers continued; Program Book page 71, 72 and 73 scheduling 24 customer visits in Orange County; scheduling 9 customer visits in San Diego and 8 in LA County;..... Note: You will get 10 plays of this Track for \$0.1 (10 cents)

Track 4 Time Management continued; Look at Sales and Potential to determine how much time to spend in each area; Beginning of Time Management Role-Play on pages 75, 76, 77, 78, 79, 80, 81..... Note: You will get 10 plays of this Track for \$0.1 (10 cents)

Track 5 Time Management Role Play comments continued; What if the customer tells you that he only has 2 minutes; Program Book page 82 “Being Organized”; **Goals** and some examples; **Plans** and some examples Note: You will get 10 plays of this Track for \$0.1 (10 cents)

Track 6 “Being Organized” continued; Goals and Plans with examples continued; Each year identify one “Drop Dead To Serve” account..... Note: You will get 10 plays of this Track for \$0.1 (10 cents)

Track 7 Program Book page 82 Goals and Plans for 28 to 32 accounts; You can’t build a house without a PLAN; Page 83 Plans with Milestones; Page 84 “Being Organized” examples continued; You must know how much your sales are at EACH account; Have Diary and Account Folder in your car..... Note: You will get 10 plays of this Track for \$0.1 (10 cents)

Track 8 “Being Organized” continued; Keep track of stuff; Set up a great home office Page 85 Have the best trunk In the business; Page 86 “Tools of the Trade”; Create a “To Do” book; Page 87 Software; Finishing comments by John..... Note: You will get 10 plays of this Track for \$0.1 (10 cents)

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Track 9

Concluding comments by John continued (very short). Note: You will get
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