

## **The Sales Tour Guide Group Call Series**

### **Give and Gain Meetings STRATEGY**

#### **GOALS OF GIVE AND GAIN MEETING**

1. To drive immediate new customer sales through introductions from your existing client base.
2. To drive immediate new customer sales through introductions from your prospective client base.
3. To protect your customers from competitive threats.
4. To establish a framework for continuing the process.

#### **What is a Give and Gain Meeting**

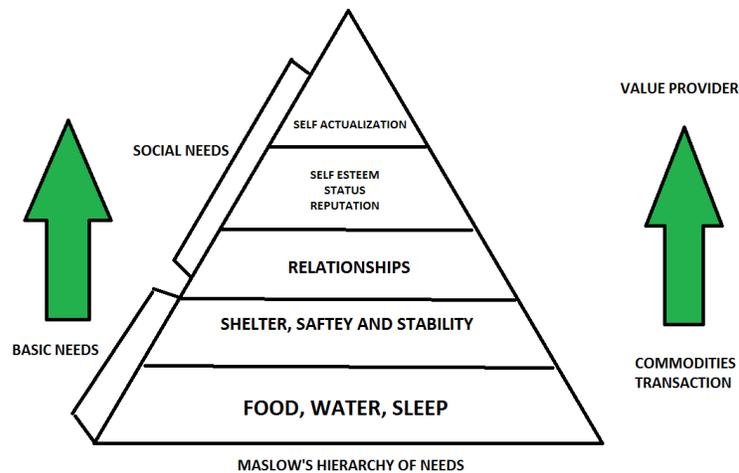
In many cases, the sales process tends to be very transactional in nature. You are providing a product or service, and your customer is paying a fair price for that product or service. In transactional sales, the customer's perception is that you are basically trading for equal value.

The problem with a transactional sales process is that you are viewed by your customer as a commodity. As a commodity, you have no value above and beyond the tangible exchange – and as such, you may lose business to a competitor who may have a similar product because their price is lower.

To have a more stable business base, you must raise yourself high above the level of a commodities vendor in the eyes of your customer.

According to Maslow's Hierarchy of Needs, your customer is happier with relationships that climb above the basic needs and into the social needs. Relationships that rise to that level are much more rewarding and sustainable.

You can raise your relationship level with your customer to that higher level by providing value that greatly rises above the transactional level of your product or service.



Give and Gain Meetings are one of the most outstanding ways to bring that added value and raise your relationship with a customer to the social level.

### THREE GREATEST BENEFITS OF GIVE AND GAIN MEETINGS

1. Your customer will laugh at competitors who want to take your business away.
2. Your customer will actively refer new prospective clients to you on a very regular basis.
3. When you follow up with the sustainable and repeatable part of the process, your clients will come to see you as one of the most connected people they know and will actively seek to continue their relationship with you.

## **Give and Gain Meeting Structure**

*Jeff will actually teach a structured improvisation, rather than specific scripts. The following is the outline of what you should do.*

Identify ten business owners or companies that you will contact for the meetings. Seven of these may come from existing customers with whom good relationships already exist. However, at least three should come from prospects that you want to gain as clients – especially target accounts where the prospecting relationship already is established (not for cold calls). You will set appointments for 20 minutes with the owners/decision makers in these accounts (owners are always the better target). The meeting discussion will go along the following outline:

- *Set appointment for 20 minutes with the owner to get their input on something.*
- *In preparation for your meeting – if possible, determine what would make a good customer for your client and identify potential business you could refer to them quickly. Don't reveal those referrals until the proper time in the meeting (don't show your cards too quickly). Also, prepare a "Neighbor Network Sheet" with a list of the neighbors of your customer.*
- *At meeting – thank them for being your customer. Tell them that your business is now dependent on their business and you appreciate them very much.*
- *You would like to do something that will also help them do more business as well.*
- *Tell them that you have an ever expanding circle of influence with your clients and your prospective clients – you meet dozens of people each week.*
- *Ask – "What specifically do I need to be asking the people in my circle of influence so that I can find out if they would be a good business prospect for you and your company?"*
- *Listen and take notes as they answer.*

- *If possible – refer business from your circle of influence immediately. Call the referral from your cell phone while still sitting there and let them know to expect the call of your customer.*
- *Tell your customer that you want to develop a referral network within your circle of influence where everyone is helping each other by doing business with and referring business to each other. Ask if they would like to be a part of that group.*
- *Pull out your “Neighbor Network Sheet”. Ask your customer if they know the owners of their neighboring businesses. Ask if those owners would recognize their business card. Get a note on the back of their business card saying, “Give \_\_\_\_\_ 20 minutes. I did.” and have them sign the card.*
- *Call on the neighbor companies immediately as you leave and schedule appointments. Use your customer’s business card rather than your own.*
- *Send a thank you note to your customer and keep them apprised of your results.*
- *Refer a minimum of 2-3 new leads to your customer during the 2 weeks that follow.*