THE SALES TOUR GUIDE
TRAINING SERIES

GIVE AND GAIN MEETINGS

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Imagine a world where...

- Competitors are laughed at when trying to poach your customers
- Existing customers **actively** introduce you to their contacts
- **Prospects** ask **you** if they can be a part of what you are doing
- You easily build a network that continually brings you new prospects month after month
WHO RECEIVES REFERRALS?

Bob Burg, Bestselling Author of *Endless Referrals* and *Adversaries Into Allies* says this:

“All things being equal (or pretty close to equal); people will do business with and refer business to people they know, like and trust.”
THE GOAL OF THE GIVE AND GAIN MEETINGS

To make things **TOTALLY UNEQUAL**

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and in **YOUR FAVOR**
LOGISTICS OF OUR TRAINING SESSIONS

- 3 CONFERENCE CALL/WEBINARS – TODAY, @ 14 DAYS, @ 28 DAYS

- Assignments between calls

- Feedback is imperative – I need your help
WHAT IS A GIVE AND GAIN MEETING

• Built into the storyline of the book, *The Unexpected Tour Guide*

• Short meeting with your customer (or *some* prospects)
  • If B2B – company owner or top officer

• Built on the principle of *GIVING*

• Establishes *YOU* as a *PERSON OF INFLUENCE* with your clients
WHY GIVE AND GAIN?

• A weak sales process becomes too TRANSACTIONAL

• If you are transactional – you only represent a commodity

• Transactional buyers are mostly concerned with price

• Secondary concerns are quality, delivery and other factors
• Transactional Sales People are at the mercy of factors that are not within their control

• Transactional Sales People will lose as often as they win – especially when their price is not the lowest in the marketplace
Become a Value Creation Expert

• Tip the scales in YOUR favor by adding value to Your Customer’s benefit

• Add that value to the customer’s side of the equation at no additional cost to the customer

  The greater the value you add – the less transactional you become

• When enough value is added – your accounts cannot be poached by your competition
How DO YOU ADD VALUE?

- Company Services Or Products
  - What are your company’s value added services?

- Your Personal Customer Service
  - What sets you apart from others who do what you do?

- Business, Personal And Social Relationships
  - Maslow’s hierarchy of needs - GO SOCIAL

- Bringing NEW CUSTOMERS to your clients
  - Tangible and measurable revenue to their business
A step-by-step process to establish you as a person of influence by adding value through bringing new business and added revenue to your customers.
• Identify 10 contacts from companies/customers or prospects to visit
  • 7 should be from your existing client base where you already have a **great** relationship
  • 3 should be from prospects where the sales process has begun – **not cold calls**
  • **ALL** contacts should be owners if possible
### Give and Gain Meeting Company List

<table>
<thead>
<tr>
<th>BUSINESS NAME</th>
<th>OWNER'S NAME</th>
<th>COMMENTS/PHONE NO.</th>
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• Determine the potential customer pool for those 10 contacts
  • Equip yourself with 2-3 referrals that you can give to your customer, preferably from your existing client base
  • Make notes with the contact information for the referrals you plan to give
  • The internet can often help you determine your client’s potential customer pool
• Complete the “Neighbor Network Sheet” – specifically listing the neighboring businesses around your contact’s place of business.
PREP WORK FOR GIVE AND GAIN MEETINGS

NETWORK OF NEIGHBORS

<table>
<thead>
<tr>
<th>NORTH</th>
<th>SOUTH</th>
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<tbody>
<tr>
<td>PROSPECT NAME</td>
<td>PHONE</td>
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<td>PROSPECT NAME</td>
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Structured Improvisation

Not scripted – *however*, improvise within the exact structure for best results

**Bold print, italics and** CAPITALIZED phrases are worth memorizing,

Do not skip ANY steps
Call To Set Your Give And Gain Meeting Appointments

- Ask the owner or top officer for 20 minutes on their calendar
- If your relationship is with someone lower than the owner; ask for their help in getting a meeting with the owner
- Tell them that you want to “run something by them” or “get their opinion on how you can help them on something.”
- Do not tell them that you want to refer business to them YET
1. Thank them for their time

2. Thank them for being your customer (or prospective customer) and let them know how much you genuinely appreciate their business

3. Tell them that your personal business is now directly linked to the success of their business – since they are (or will be) your customer

4. Tell them that you want to do something for them that will help them generate more new business and additional revenue

5. Tell them you have an “EVER EXPANDING CIRCLE OF INFLUENCE” because of your current clients and prospecting efforts “I MAKE DOZENS OF NEW CONTACTS EACH WEEK”
6. Ask Your MOST IMPORTANT Question...

“What specifically do I need to be asking the people in my circle of influence in order to find out if they would be a good business prospect for you and your company?”

7. Take notes as they answer so you can give GREAT referrals
8. Take IMMEDIATE action...

If possible – refer business to your customer from your circle of influence immediately. Review the list of their potential customers you made during your preparation. While sitting in front of them - call that referral from your cell phone and let them know to expect a call from your customer. Try to do this for 1-2 referrals on the spot.
9. Lay the foundation for continuing the process...

Tell your customer that you are developing a referral network within your circle of influence

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Everyone will be doing business with and referring business to each other

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Ask if they would like to become a part of that group
10. Use your “Neighbor Network Sheet”...

- Pull out your completed Neighbor Network Sheet
- Ask them if they know who owns their neighboring companies
- Ask them if they think those owners might want to become a part of that referral network
- Get 2-4 company referrals from them
- Ask them if they think those owners would recognize their business card
- Get a card and write a note on back – “Give _____ 20 minutes. I did” and have them sign the card
11. Immediately contact their neighbors upon leaving...

- Use the business card of your client when calling on their neighbors
- Ask the receptionist to give the card directly to the intended recipient to see if they can come out to say hello
- If asked – “We have a mutual friend next door and they wanted us to meet.”
- To Owner: “I wanted to see if I can do the same for you that I do for ______”
- “I have a network of businesses that refer business to each other.”
- “It will take about 20 minutes to see if you qualify – and to find out what I need to know in order to refer business you.”
- Schedule your appointment
• Send your Give and Gain contact a thank you note
• Follow up with each lead they gave to you within 2-4 days
• When you have your appointment with the referral
  • Do a short Give and Gain explanation
  • “The 1st step is to see if you qualify to be my customer.”
  • Make your normal sales conversation/presentation
  • “Great – you qualify. Now what do I need to be asking my circle of influence...”
• Call your Give and Gain Contact and update them on the progress of their referred leads

• **IMPORTANT**: Refer 2-3 more additional leads to your Give and Gain contact within 48 hours
YOUR ASSIGNMENTS FOR OUR NEXT CALL

• Identify your 10 Give and Gain contacts (customers/prospects) that you plan to visit and schedule your appointment

• Determine potential business you can refer to them

• Review the **Give and Gain Meeting Structure** bullet points and prepare yourself to improvise within that structure

• Practice the most important question: “What specifically do I need to be asking the people in my circle of influence in order to find out if they would be a good business prospect for you and your company?”
YOUR ASSIGNMENTS FOR OUR NEXT CALL

• Have your Give and Gain Meetings
• Refer potential business to your customer/prospect on the spot if possible, but no later than within the next two business days
• Use your Neighbor Network Sheet to get introductions and business cards
• Blast your success stories out to the team?
FINAL THOUGHT FOR THE DAY

• I need your help

• Please track your results – use the Give and Gain Meeting Results Tracker

• I want you to make lots of money – and I want to be able to brag about you and your results to others.
FINAL THOUGHT FOR THE DAY

Give and Gain Meeting Results Tracker

(keep it simple)

- How many Give and Gain Meetings with Existing Clients have you done?
- How many Give and Gain Meetings with PROSPECTIVE Clients have you done?
- How many referrals have you GIVEN in this process?
- How many referrals have you GAINED in this process?
- How many appointments have you booked from the Give and Gain Process?
- How many presentations have you made from the Give and Gain Process?
- How many new accounts have you opened (or set enrollments) from the Give and Gain Process?

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