



Building Success. Together.

Strategic Sales & Negotiation Skills: The Relationship Building Competency

Instructor: Mark Trinkle, Anthony Cole Training Group

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According to Gallup, **48%** of consumers who were satisfied with their banking relationship also said they would consider their institution for their next product or service. But when they said they were both “satisfied and fully engaged,” the ratio rose to **83%**.

Why is Building Relationships So Important?

Course Outline

- Building Trust
- The Relationship Builder
- Stages of Discovery
- Tailoring for Resonance with the Pre-Call
- Questions & Curveballs

“The salesperson who is not particularly strong at the other five competencies, but excels at Relationship Building, provides an opportunity to succeed where there may otherwise not be much hope. Again, there are many other buying criteria at play, but buyers find it difficult to reject someone they like.”

The Impact of Relationship Building Challenges in Sales

By Dave Kurlan

First Impressions



Without Trust

- Less likely to share issues
- Unlikely to discuss money
- Less likely to tell you they will make a change
- Won't commit to next steps



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“The good news is that we can increase our credibility, and we can increase it fast, particularly if we understand the four “cores” that are fundamental.”

-Steven Covey, The Speed of Trust

Integrity

Intent

Capabilities

Results

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Great Beginnings

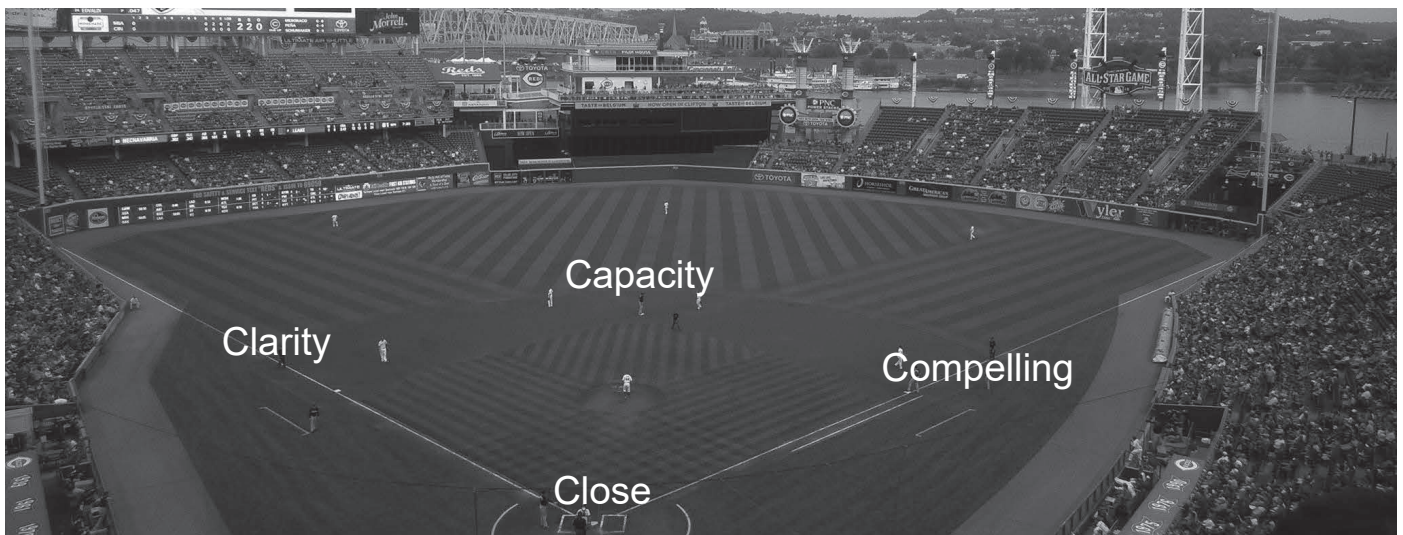
- Thanks for inviting me out... I'm glad we were able to coordinate our schedules and find a time to have this conversation.
- On the way here, as I was thinking about this meeting, I started to wonder why you said "yes".
- As you think about our discussion, what has to happen today to make you believe this was a great meeting and a productive use of your time?

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The Stages of Discovery



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How good are you at getting your prospects to the point where they can't stop thinking about the discussions you are having with them?

People can ignore you, but they cannot escape their own thoughts.

What Are Robust Questions?

- Honest
- Direct
- Additive



Fundamentals of a Robust Conversation

Prepare: Questions, listen, discern, & respond

Anticipate: “All is well”, pushback, prepare for meeting in advance

Courageous: Execute drill down, ask difficult questions, appropriately challenge, use “suppose”

Collected: maintain composure, set expectations

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The Process

Know what questions you are going to ask before you show up

- Must be questions that lead your prospect to a compelling issue
- Must divulge a problem with the current financial institution
- Know how you will answer certain questions when asked



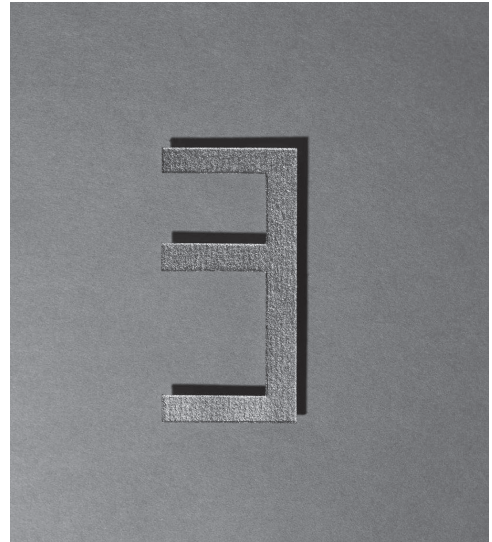
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The 3 Must-Ask Questions

- What would make this a great meeting?
- Are you prepared to leave your current financial institution?
- Is this a want to fix or a have to fix problem?



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Be Masterful

- Asking questions
- Listening. Listening does not mean not talking
- Listen to understand
 - Repeat what you hear
 - Ask them to clarify even if you heard them well



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Your Head

- You are not an unpaid consultant
 - No practice needed
 - Sending proposals
 - Giving out too much information
- “Think it over” is not an option



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Understanding Stewardship

Stewardship: The job of taking care of something that has been entrusted to you



Keys to Expanding the Relationship

- Remember the focus is on them, not you
- Take a consultative approach
- Demonstrate empathy
- Engage in active listening
- Ask if they need your help
- Be their guide

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Addressing the Elephant in the Room...



What Are the Challenges?

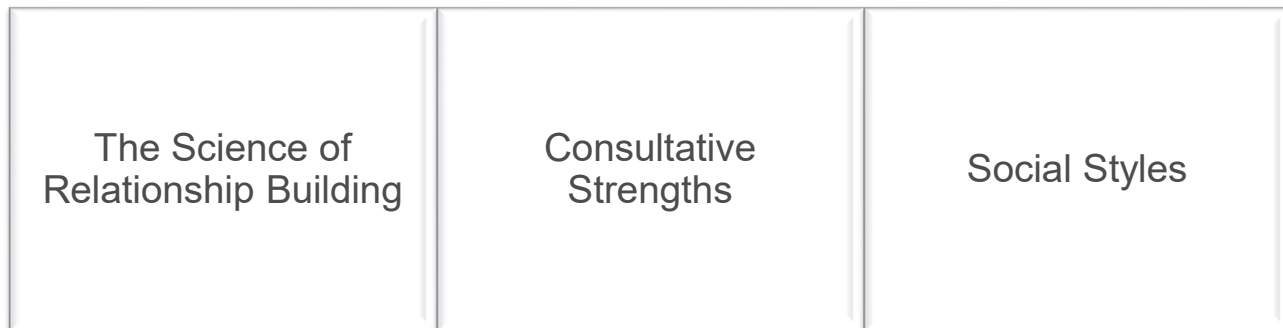
- I'm nervous about starting the conversation
- I don't know enough about the other products
- I don't have confidence in other lines of business
- I don't get referrals; why should I give them?

Beliefs That Inhibit Execution

- It's not part of my job – I wasn't hired to sell
- If I ask for other business, they might think I'm greedy
- I'll ask for other business after I've proven I can do a good job for them
- I've already asked them - they said they aren't interested
- I can't ask for other business because it might jeopardize my current relationship
- They already have a relationship with someone else who does that for them

Relationship Building Competency

Part 2: Three Influencers



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Your Beliefs Regarding Building Relationships

- It takes a long time
- I'm not good at it
- My behaviors & habits
- Cause & effect



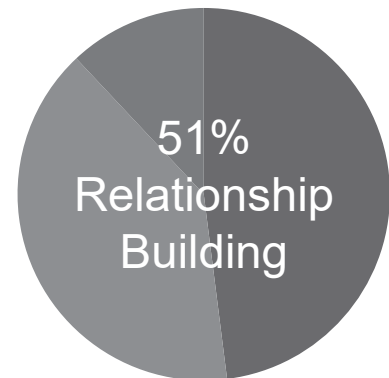
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The Relationship Building Competency

1. Quickly develop rapport
2. Relationship is the key factor to winning business
3. Relationships generate new business
4. Develop strong relationships over time
5. Customers follow (you) to new companies
6. Believe that making friends is single greatest asset
7. Extroversion supports Relationship Building



Source: Objective Management Group

Data Check: Relationship Building by Sales Percentile

| Sales Percentile | Does not need to be liked | Does have a relationship based sales process | Does quickly build rapport | Self-identifies as extroverts | Believes relationship is the key factor in closing business | Believes ability to make friends is their greatest asset |
|------------------------------|---------------------------|--|----------------------------|-------------------------------|---|--|
| Weakest 1-25% | 14% | 42% | 45% | 29% | 16% | 24% |
| Weak 26-50% | 32% | 51% | 54% | 34% | 12% | 19% |
| Serviceable 51-83% | 56% | 53% | 53% | 49% | 9% | 11% |
| Strong 84-94% | 74% | 61% | 61% | 58% | 2% | 8% |
| Elite 95-100% | 89% | 65% | 69% | 65% | 1% | 6% |

Source: Objective Management Group

How Can You Be More Consultative?

| The Consultative Selling Competency | | |
|-------------------------------------|-----------------|-----|
| Able to Stay in the Moment | | ✓ |
| Uncovers Reasons to Buy | | ✓ |
| Reasons to Buy Are Compelling | | ✓ |
| Able to Listen/Ask with Ease | | ✓ |
| Asks Enough Questions | | ✓ |
| Asks Great Questions | | ✓ |
| Gets Prospects Past "Nice to Have" | | ✓ |
| Will Build Trust * | | ✗ |
| Able to Ask Tough Questions | | ✗ |
| Takes Nothing for Granted | | ✓ |
| Appropriate Amount of Patience | | ✗ |
| Understands How Prospects Will Buy | | ✓ |
| Develops Strong Relationships ** | | ✓ |
| Presenting at Appropriate Times | | ✗ |
| Healthy Skepticism | | ✗ |
| | % of Attributes | 67% |
| | Weighted Score | 80% |

Source:
Objective
Management
Group

Data Check: Top 4 Differentiators Between

| Sales Competency | % Strong, Top 5% | % Strong, Bottom 50% | Differences |
|---------------------|------------------|----------------------|-------------|
| Hunter | 97% | 46% | 211% |
| Consultative Seller | 64% | 3% | 2133% |
| Value Seller | 96% | 10% | 960% |
| Qualifier | 91% | 6% | 1516% |

Source: Objective Management Group



The DiSC® model provides a common language that people can use to better understand themselves and to adapt their behaviors with others — within a work team, a sales relationship, a leadership position, or other relationships. The 4 languages are:

Steadiness Dominance Conscientiousness Influence

Your Customers - Social Styles and You

Steadiness:

Facts and Analytics: Accurate, Analytical, Maintains high standards, Steady, Pessimistic, Picky, Fussy, Overly critical, Prepare your case in advance

Dominance:

Facts and Speed: Bottom line organizer, Demanding, Aggressive, Be clear and specific, Stick to business

Conscientiousness:

Emotions and Relationships: Amiable, Friendly, Dependable, Work for a leader and a cause, Non-demonstrative, Unconcerned, Hesitant, Inflexible, Break the ice, Show sincere interest

Influence:

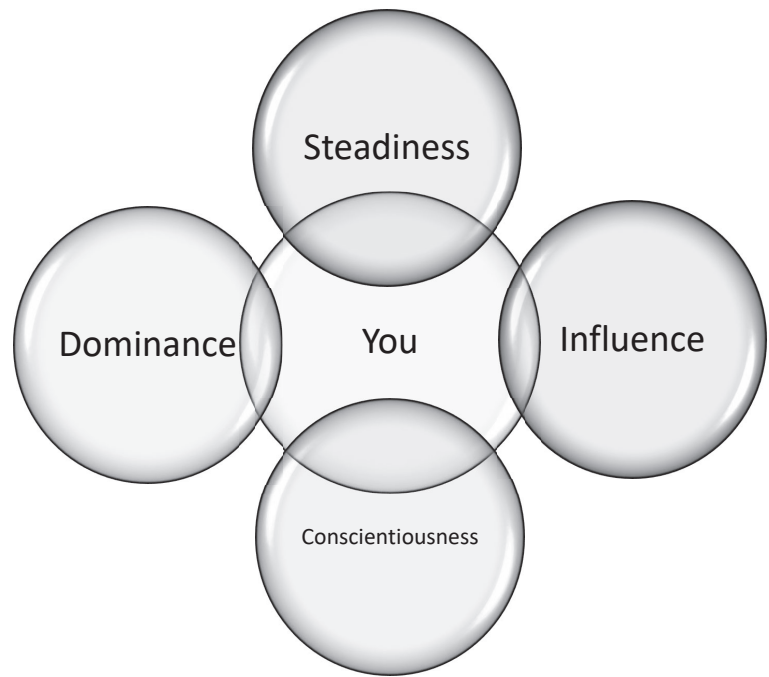
Emotions and Action: Charming, Confident, Convincing, Self-promoting, Overly optimistic, Plan interaction that supports dreams and intentions

Where are you?

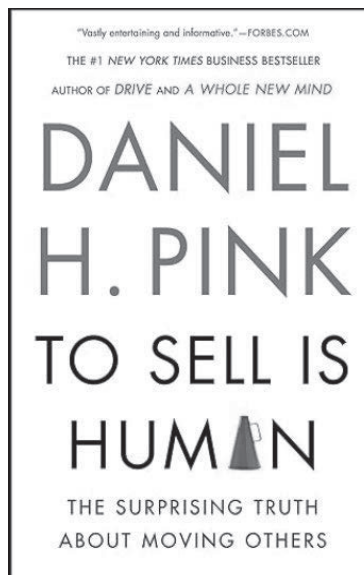
Who are you
challenged with?

Who is challenged
with you?

How will you adjust?



The Ambivert Advantage



What You're Up Against

- What interferes with your ability to build relationships quickly?
- They are busy/distracted
- They know more than you think they know
- Previous experience with other relationship managers



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Additional Tools for Your Growth

Email Mark or give him your business card to get signed up for our Sales Brew.

Each week you will receive sales tips to help you stay focused and sharpen your skills!

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