

Relationship Selling

Salespeople, especially telemarketers, have to tap into people's human nature to be ultimately successful. "Reading" the customer's mind is really tapping into what makes us all tick—our human nature.

It's human nature to like people who are nice to you. "Human Nature" makes us want to be receptive to those who have done something nice for us. It is in our nature to want the RELATIONSHIP.

So, buy into Relationship Selling.

Relationship selling will set you apart from everyone else. You will find that sales come easier; your customers will be more receptive, and eventually most will be GLAD you called—they will WANT TO THANK YOU !! Amazing ! How do we do this?

Start relationship selling by asking them about people or events important to them. If you mention what YOU like, they will tell you the things THEY like, places they've been, hobbies, interests, and their family. Write down what you learn on the "ACE Relations Sheet"—your personal file on what your customer likes.

Then, we find small items that cost little, but mean TONS because they are PERSONAL to the customer.

Example: your customer mentions that he loves his two dogs, Spots and Patches—his two poodles. Put "Spots" and "Patches" down as his dog's names. Get more information—keep asking what he does on weekends. Then, add 'DOG BONES' and the customer's name and phone number on that week's "Ace Relations Sheet" and **turn it in like an order**. We will buy the small items for you, send them out for you, and then charge you the appropriate underage—and you will be well on your way to Relationship Selling to your customers. Write down what you sent them..... And wait until you call them next time!

KNOW YOUR CUSTOMER

CUSTOMER _____ Phone _____ Cell _____ Email _____

Birthday: _____ Anniversary: _____ Veteran _____ Branch _____ College _____

Family Birthdays	Date	Card	Gift #	Other
Spouse:				
Kids:				
New Baby				
Parents:				

Hobbies	Where	When	Gift Description	\$ Amt.
Fishing				
Hunting				
Other:				

Favorites	1	2	3	4
Sports Team				
Movie				
Music				
TV Show				
Car/MC				
Weekend Getaway				

Record of Cards Sent

Holidays	Sent ?	Card	Gift Description	Other
New Year's Day				
Valentine's Day				
Easter				
Memorial Day				
4 th of July				
Halloween				
Veteran's Day				
Thanksgiving				
Christmas				

Record of Gifts Sent

Gift #	Type	Description	\$Amt	Date	Date	Date	Date
#1	Video CD						
#2	Music CD						
#3	Gift Certif.	City: Store:					
#4	Movie Certif.	City: Theater:					
#5	Ace Gift	Item #					
#6	Ball Cap	Team:					
#7	Poster						
#8	Dog: _____	Bones: Chew Toy: Other:					
#9	Cat : _____	Food: Toy: Other:					
#10	Other: _____	Pet:					
#11	Book/Subscription						

Other Gifts Possibilities

For Him

Picture Frame, Photo Mug, Photo album, Cigar Coupons, Movie Tickets, Race Tickets, Ace Toys, Balls, Ball Cap, Games, fishing/hunting hats, lures, lure box, vest, UV Glasses, hook remover, small hobby gadgets, Knife, ammo pouch, field scale, book, mag. subscription, related book, related CD, magazines

CD, sheet music, poster, book, picture, sports lanyards, pens, books, T's, sports stickers, patches, decals, cards, calendar, lighter, key chain

For Her

Bath sets, jewelry charms, candy, dolls, CD, Movie tickets, Ace gift sets, books, women's magazine subscription, ball caps, picture frames, pictures, kitchen magnets, calendar, recipes, license holders, wallets, I.D. holders, awareness ribbons, patches, key chain

For Baby

Rattles, pacifiers, diaper dr., bibs, musical toys, picture frame,

For Pets

Bones, chew toys, fur toys, Ribbons, collars, leashes, Yarn Toys, books, CDs, themed mug, poster, mag. subscription, cage clip-ons, pet food, themed anything, key chain

****Use your normal order form to send out cards and gifts. You can also use the Exrtanet order form. You can suggest the amount, especially on gift cards and certificates. We will add the actual underage to your payroll each week—but YOU keep track of the approximate build-up of costs (underage). DO NOT include these cards and gifts on regular orders.**

Instructions

Fill out the attached customer relations page with as much information as you can get from your customer over a period of calls. Don't make it obvious! Ask this information in a CASUAL way by weaving the questions into several conversations.

***Relationship Selling** has nothing and everything to do with orders. Nothing, meaning you are **not** sending a gift out WITH an order. Everything, meaning sending cards and gifts SEPARATELY has everything to do with getting future orders. Obviously, birthday cards/gifts have certain dates, so send them a couple of weeks beforehand. However, some time when you 'no sale' a customer, fill out a "Relationship Selling" form with something pertinent to the information that you have gathered. Send it out as a 'nudge'—as a 'maybe you'll buy something next time' reminder.*

We will go get everything you want, as best we can. We will box it, stuff it with your "quick note" you submitted, sign your name, and send it out. Choose from twelve numbered gift suggestions, but many need qualifiers. For example one is a CD, but we need to know WHICH SPECIFIC CD that you want. So, put down "Beatles"—White Album. We will buy it and add the price to your Relationship Selling Deduction. (Or, we will buy it and add the appropriate underage to your payroll with a receipt.) We will mail all cards and gifts for you. It is so easy!

Keep it for your records. Fill in the dates correctly each time you send out a card or gift and you will have achieved RELATIONSHIP SELLING and a handsome advantage for yourself,..... and OVER the competition.

These **Specialty items** are to be written on a normal order form, with the terms of "service order" or SV.

You should include the address that you would like it mailed to and, if you wish to have someone write the thank you note for you, then include in the comment section, what you would like us to write. We will have several styles of each type of card to choose from. All orders will be handled by Daisy Ibarra, who will personalize each one with a theme for the season (Xmas, Easter, 4th of July, etc), special day (Birthday, anniversary, etc), or something else of your choosing.

Once the gift and or card has been chosen, wrapped, and signed, then those orders will be sent via the **United States Postal Service** in a white non-descript box. This will ensure that your customer recognizes the personal touch, will be surprised and very happy that you thought of them or their family this way.