

Monday Final Session

The Constant Client: Building Relationships Your Competition Can't Steal!

Speaker: Tim Wackel

- Customers buy primarily by relationship
- Important for people to know you
- You are likeable based on how you make people feel
- Take a chance to move up the pyramid
- Ask insightful questions
- Plan and prepare for critical conversations
- How will this relate to the future
- You need to be known
- It is up to you to initiate relationships
- The heavy lifting is needed to elevate someone up the pyramid; this takes time
- To get respect you need to give respect
- You need to learn about your customers to build a connection
- Tim's was very engaging, funny, informative; his presentation had very practical applications
- 6% price buying, 32% better product, 56% relationship – wins
- It's all about who knows you
- Relationship pyramid consists of 6 levels, from the bottom: people who don't know you by name, people who do know you by name, people who like you, people you are friendly with, people who respect you, people who value the relationship – do this for your top 10 customers
- Where are key people on your pyramid and how do we move them up
- Plan and prepare your questions on advance for critical conversations
- 16 things to know about your customers
- Delivery was quick paced, no dead spots and moved along at a good pace
- Voted "best presentation of the day" by our table
- Exercises were fun, though provoking and interactive
- Tim is a great storyteller
- Very engaging and very relevant
- Good topic that is easy to apply, direct actions
- Great image with the pyramid
- Best session so far
- Engaging, entertaining, relevant, positive, informative,
- Relatable
- Prep for conversations
- Appreciated the books Tim recommended
- Not who or what you know, it's about who knows you
- Find common ground to connect
- Do things that let your clients know you care
- TUI: thoughtful, unexpected, inexpensive
- Great reminder of our "past"; Jack Berman always focused on building genuine rapport and in today's sales cycles it is easy to forget
- The name game: learn about others
- Good tie into Keynote presentation
- Take risks to meet power people
- A little too salesy
- It's all about who knows you
- You are likeable because of how you make others feel
- You need to put forth the effort to learn a lot about others; ask thoughtful questions

- What we respect in others is what they would respect in us
- Have your insightful questions ready when meeting a customer for the first time
- Need to calmly set common goals
- Thank your customer by doing something thoughtful, unexpected and inexpensive
- Make customer feel important and appreciated
- Be more selfless, do nice things, be thoughtful
- Dynamic and energizing speaker
- Relationship building is very important, critical to the sales process
- Relationships matter, learn about others, give it a chance, listen
- Fantastic speaker with good content
- Relates well to our daily lives
- Energetic – good time of day to have this kind of speaker
- Good, a little predictable
- Easy to listen to, moved fast, liked the pyramid
- Many great common sense ideas for relationship building
- Good table conversation on is challenging questions
- Enjoyed the interaction
- Relationship pyramid
- People “wants” list
- Being intentional about developing relationships
- Will evaluate current relationships to expand them
- Will consciously work on it
- Definite mind shift, can tend to forget to show empathy
- Great sales tips
- Friendly rapport does not constitute a relationship
- Entertaining and timely content
- Good structure on building a relationship through the pyramid process
- Useful in personal and professional life
- Great speaker and good content
- Find common ground and make connections
- Relationships are key and are valued
- Ask probing questions but non-offensive
- People want to be important
- People are not interested in you – ask about them
- People want to be appreciated
- People decide emotionally and defend logically
- People want to be understood
- People love to teach