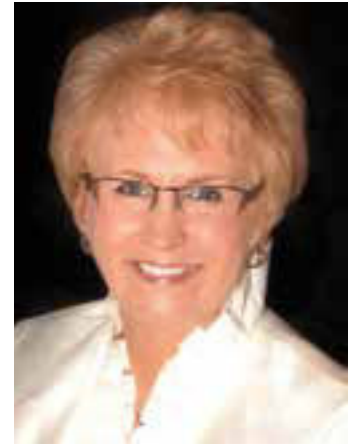


SALES – IT’S ALL ABOUT RELATIONSHIPS

By Sherry Knight, President & CEO, Dimension 11



Tam was anxious for new business – he desperately needed it in this down economy. He declined to spend money on advertising because it just didn't seem to be bringing in any sales. He knew about social media but didn't understand it enough to know how to use it to make money.

Finally, out of desperation, Tam started to reach out to his existing clients. Bingo! This was magic!

Relationships count! Think about it: what do you do when you need a roofer? Do you look in the phone book (okay, so that's old school, but some people still do it)? Do you look on the internet for roofers? Or do you pick up the cell phone and call your staff or your associates to find out who you

should call? Probably the last option, right?

That's what relationships do for you – going on the internet is at best a guess about the quality of the organization, while going to those people you already know is generally a successful option. People tend to recommend those they know who do a good job.

Some thoughts about building those relationships – it really is quite simple:

- Pick up the cell phone and phone – touch base periodically;
- Send interesting articles that might interest your associates and clients;
- Create a blog to keep in touch – remember to ask for permission to send; and

- Breakfast/lunch – meet periodically to keep in touch.

Statistics indicate five to seven touchpoints before new business lands in your lap. Well, some say this is low; it may take 16 touchpoints. Regardless, business continues to be done through relationships, and you need to incorporate this into your daily routine.

As I say to many clients, you need to work on your business even more than you need to work in your business. I was shocked myself when I did a search of our system and discovered 85 per cent of our business is referral. Wow! Tam increased his business simply by reaching out. You can too – just put it in your daily calendar. Touch base with at least one existing or potential client each day, or, if times are bad, perhaps even more touchpoints in one one day!

Touch base with at least one existing or potential client each day.

Please call me if you would like to implement any one of these scenarios and are a little fuzzy on how to do it. If you like, hop on a free 30-minute call with me at (306) 586-2315 or email me at sherry@dimension11.com. 📧

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