

How to create a relationship plan



Course Overview

We discuss the importance of being in tune with the prospect's buying cycles. We need to find out "Contract Anniversaries". We need to establish "Buying Windows".

We need to keep in touch until they are ready to move. Then, our name will be the first name in their brain when they think of selecting a supplier.

The course is broken down into five units:

- Unit 1 - Pipeline Management
- Unit 2 - Relationship Management
- Unit 3 - Contact Dairy and Relationship Matrix
- Unit 4 - The Itch Cycle
- Unit 5 - Relationship Management Won't Work for Me

Duration

75 - 90 minutes

Learning Outcomes

By the end of the course you will be able to:

- Recognise the best ways of determining buying windows and positioning your offering on top of the prospect's shopping list.
- Understand the concept of contact to contract
- Define ways to manage long term relationships with future prospects.
- Recall the role of networks as a means of connecting with prospects in long buying cycles
- Differentiate between the factors that can open markets during "Itch Cycles".
- Understand the importance of keeping good customer relationship records.

More about the Course

TA frequent response to our prospecting is something like, "I am interested, but not just yet. Please call me in six months."

The prospect currently has other priorities – a takeover, new to the job, a critical project. The prospect is not lying; it's just that the timing is wrong.

We can leave the meeting with one of two mentalities. We could say to ourselves, "That was a waste of time. They are not doing anything at the moment." Or we could say, "What a wonderful piece of information. They are going to do something in six months."

If we just call them in six months then the dangers are that they will have forgotten us, or bought early from someone else.

In this course, we describe how to keep in touch with all of the key players – not just the initial contact. We create a Relationship Matrix. We explore a related concept called the Itch Cycle. When a buyer has had any system, product, supplier, technology or service for some time, they begin to itch. It's time for a change.

Approach the buyer before this time, they are not interested in talking to you. Approach after this time, they have bought from someone else.

So, we need to manage Itch Cycles. When will this prospect begin to feel the itch? Often it can be external factors like an expiring contract. Sometimes it is internal because of complacent service. We then keep in touch so that we become the first name in their Mental Shopping List.