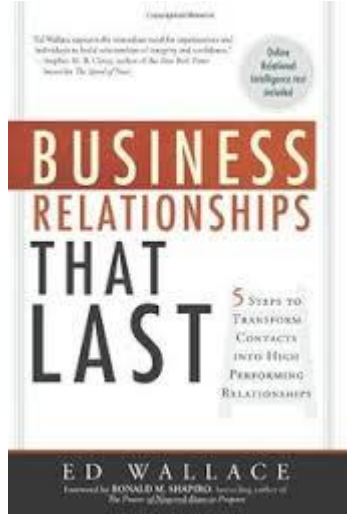




Accelerating Business Relationships

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THE INDEPENDENT PACKAGING ASSOCIATION

Ed Wallace

Managing Director, AchieveNEXT Human Capital



Ed consults with and speaks for corporations and associations across the globe with a client list that is a Who's Who of Fortune 500 companies. He is the author of *Fares to Friends, Creating Relational Capital, Business Relationships That Last*, and his most recent the #1 best seller, *The Relationship Engine*. Ed was recently published in the *Harvard Business Review*. In addition, he is currently on the Executive Education faculty of Drexel's LeBow College of Business and Villanova University's Human Resources Master's program.

<https://www.linkedin.com/in/edwallace007/>

Top 3 Reasons to Accelerate Your Relationships

- Each client, prospect, and center of influence may have different *approaches to working.*
- Some *may only work virtually.*
- Your competitors have *more access than ever!*



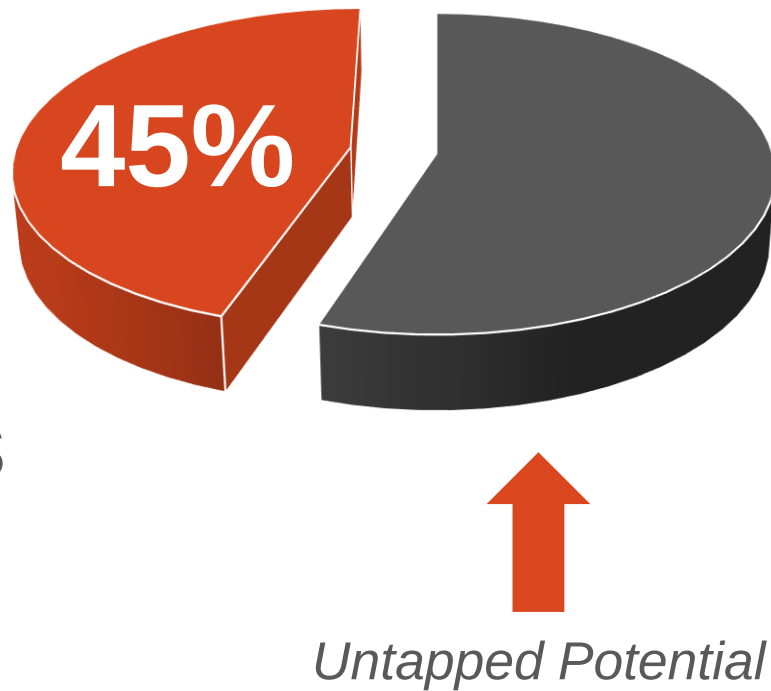
***“People buy from people
they***

!”

#1 Reason People Buy...

SHARED COMMON GOALS!

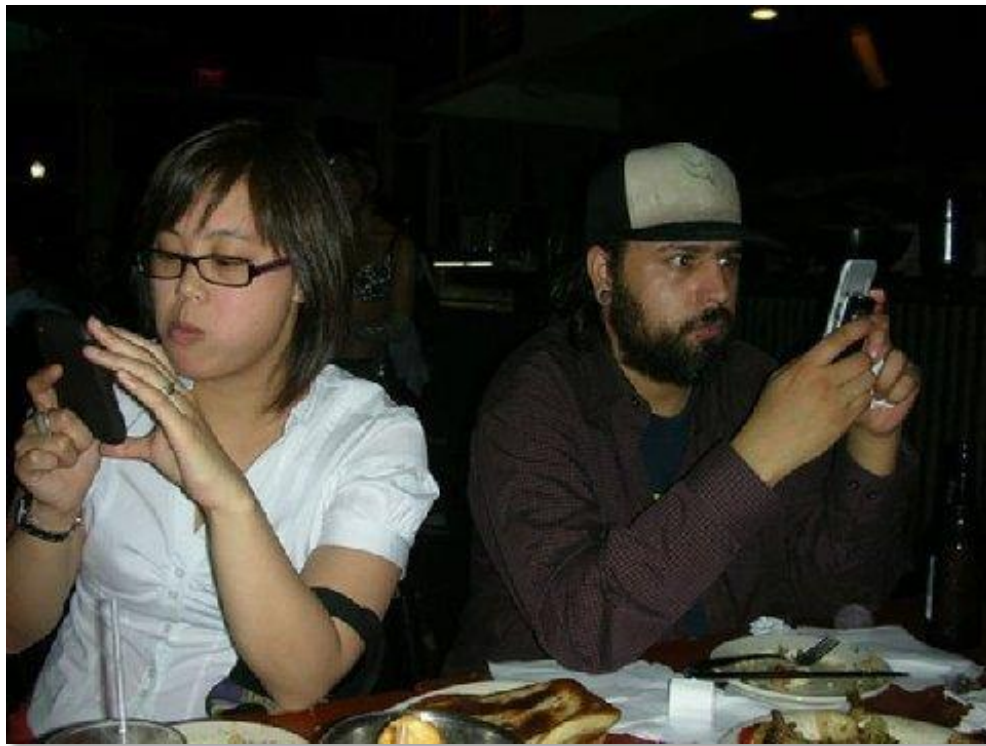
The best relationships
only work at **45%** of
their potential.



The day that Albert Einstein most feared may have finally arrived!

Having
coffee
with friends

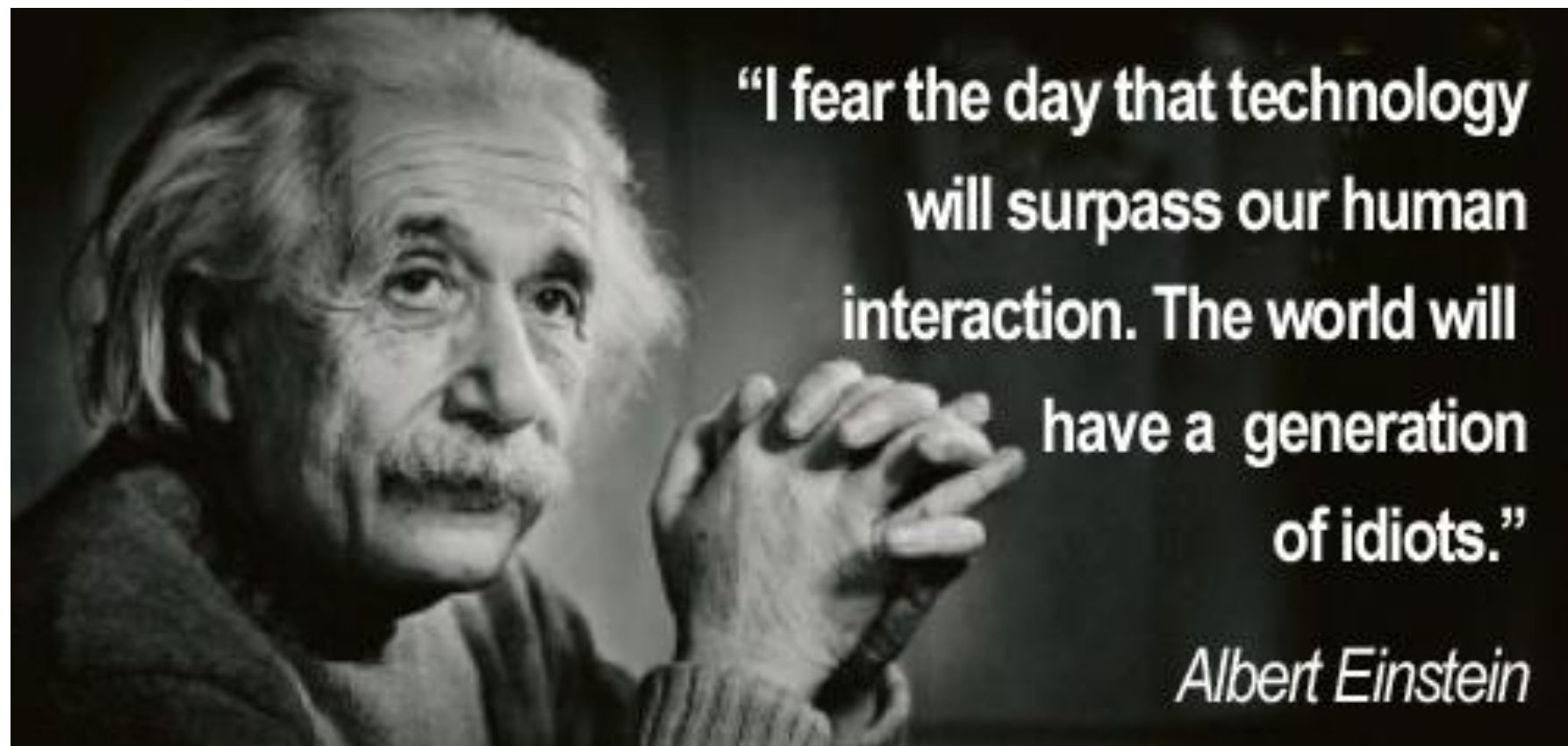




Out on an Intimate Date

Irony of life





**"I fear the day that technology
will surpass our human
interaction. The world will
have a generation
of idiots."**

Albert Einstein

Story





Max's Secret to Success

“The *little extras* that turn fares into friends.”



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RELATIONSHIPS POWER RESULTS

***It all starts with
Worthy Intent***

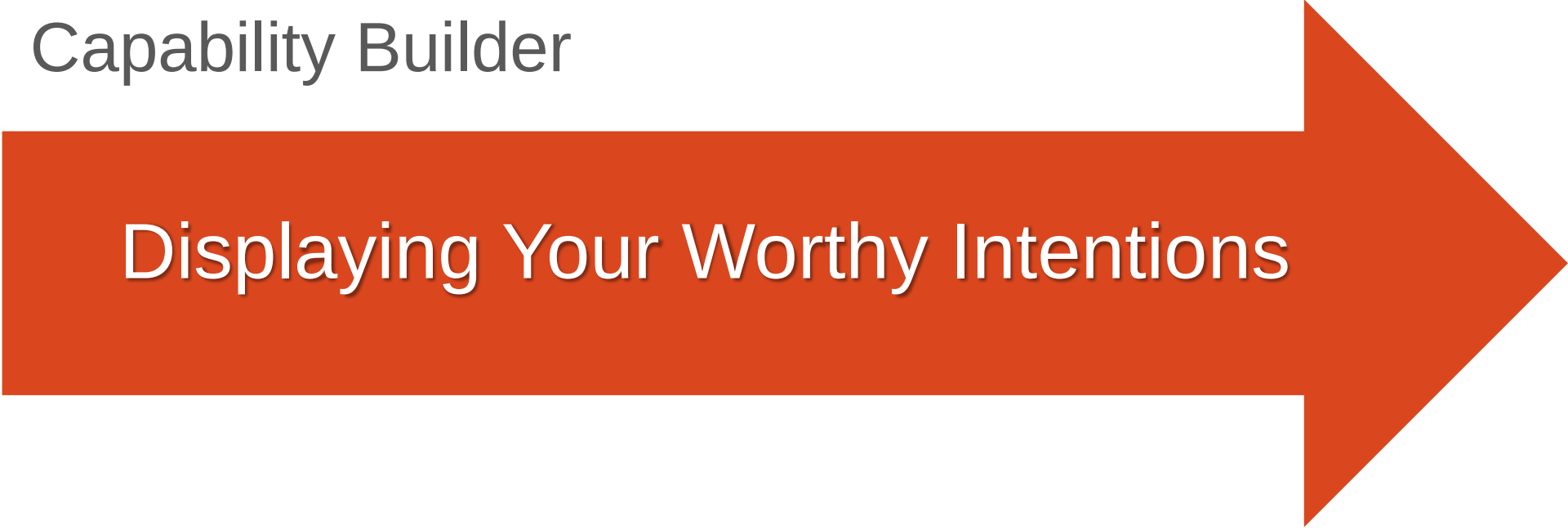
Worthy Intent

“The inherent promise you make to keep the *other person's best interests* at the core of your business relationship!”

Displaying Worthy Intent is all about...

Identifying customer and center of influence *behaviors that validate* your good intentions.

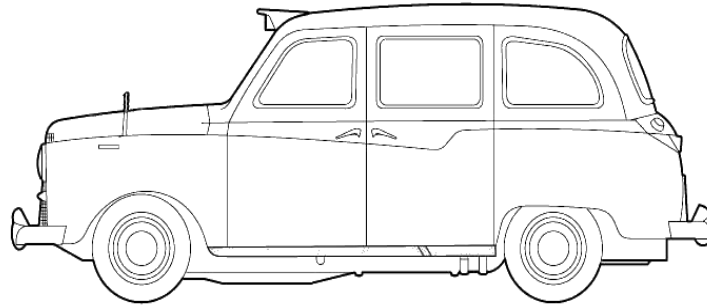
Capability Builder



Displaying Your Worthy Intentions

What Does Your Taxi Ride Look Like?

PROs – *What behaviors/actions do you do well to create Distinctive Value in your Important Business Relationships?*



CONs – *What improvements can you make to create Distinctive Value in your Important Business Relationships?*

The result is...

Trust is the inevitable consequence of
Worthy Intent.



Relational Capital

Relational Capital

“The *distinctive value* created by people in a business relationship”

Question

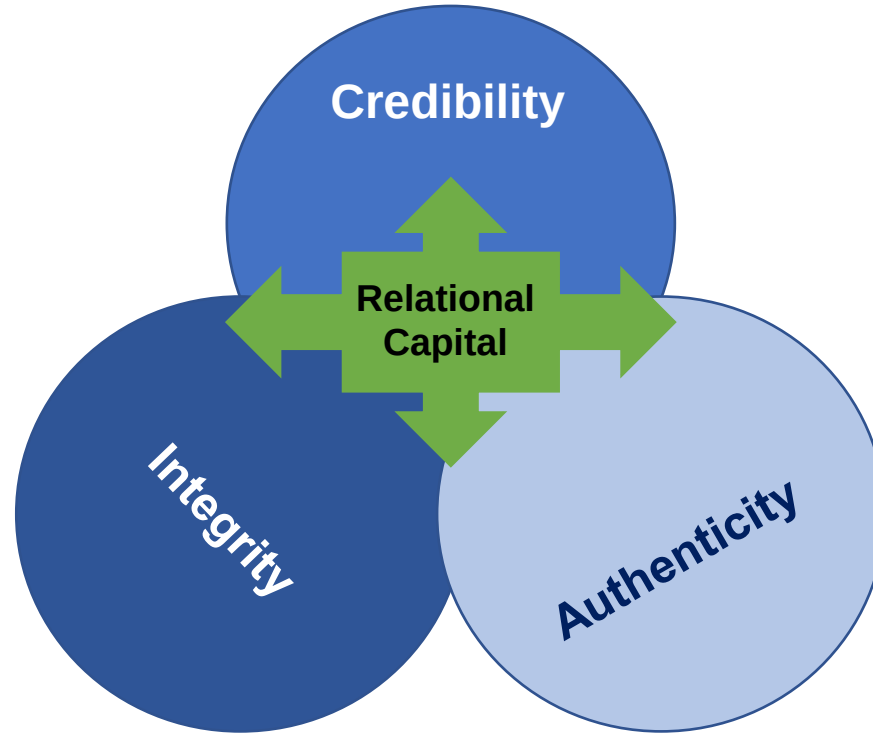
What is the definition of Credibility?

- A. Do what you say you are going to do
- B. Keep your promises
- C. The power to elicit belief
- D. None of the above

Credibility

The Power to Elicit Belief

Essential Qualities of Relational Capital



QUESTION

When do your business relationships really begin?

- A. From the first LinkedIn connection
- B. Meeting at a conference
- C. Your contact shares a goal, passion or a struggle
- D. Introduction from a colleague

When do business relationships really begin?

Your Contact shares a Goal, Passion, or a Struggle



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RELATIONSHIPS POWER RESULTS

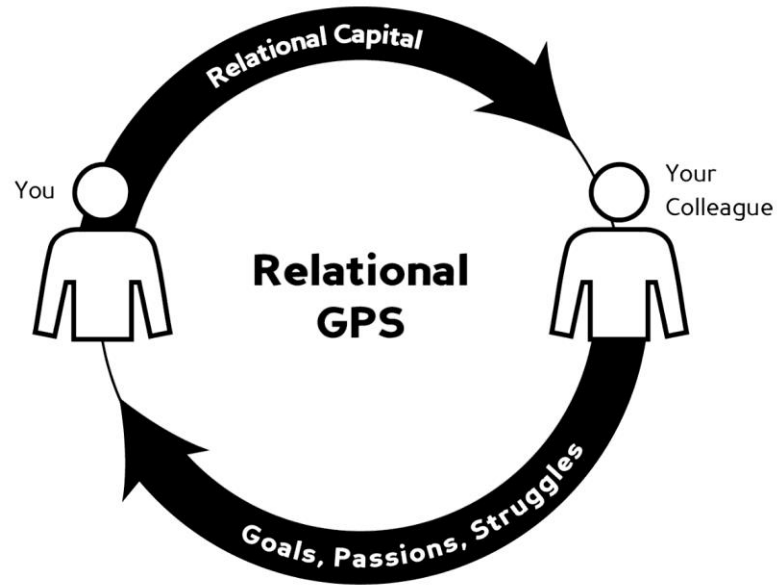


Locating Relational GPS®

GPS



Universal Framework for All Business Relationships



Relational GPS®

Goals: Growing business 25% in 2022

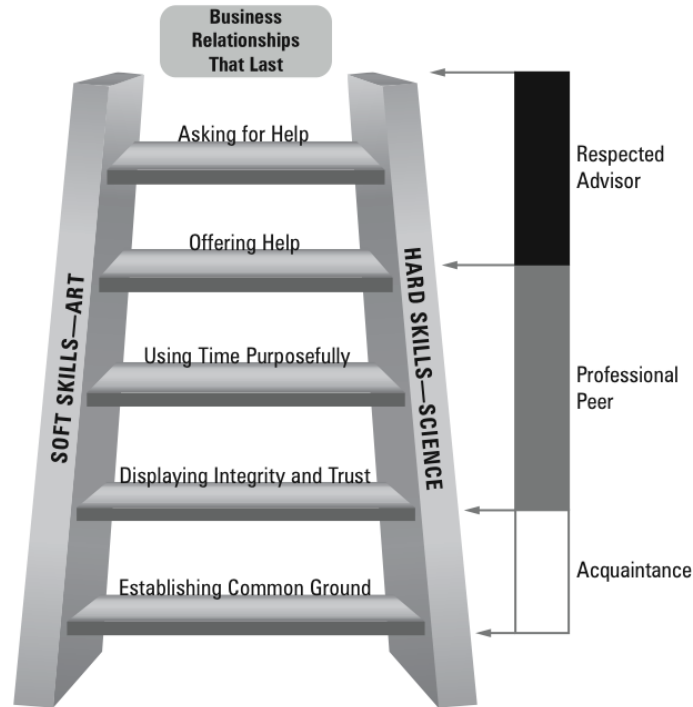
Passions: Traveling to connect with family members

Struggles: Securing resources for 2022 plans



Relational Ladder®

Relational Ladder®

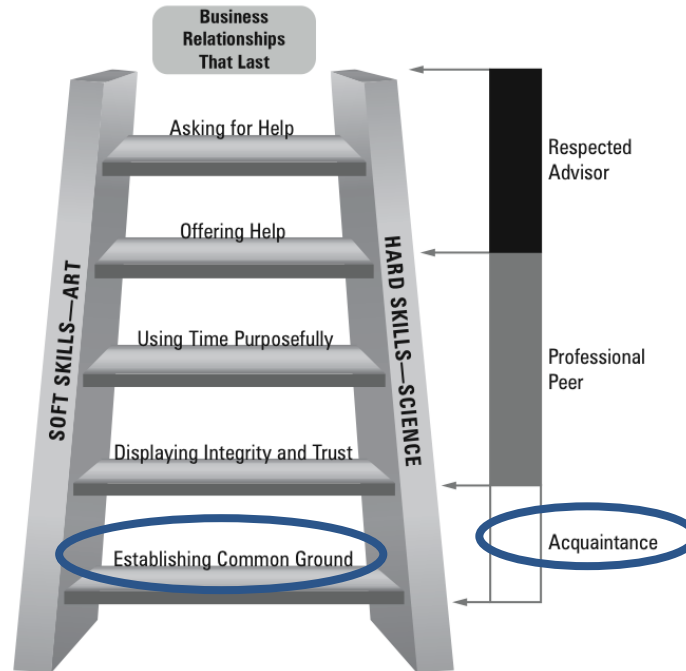


How many minutes of value do decision makers perceive from a 60 minute sales call?

6

Source: HubSpot

Relational Ladder®



What % of decision makers expect salespeople to understand how their offerings contribute to their business outcomes?

85%

Source: HubSpot

***How many salespeople connect their
solution to the outcomes of the decision
maker's business?***

< 14%

Source: HubSpot



Targeted Conversations

Targeted Conversations

Helps you align with the GPS/Persona of your contact

Develop a pre-meeting plan

Considering their Goals and Struggles

Creating credibility advancing Discovery and Qualifying questions



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RELATIONSHIPS POWER RESULTS

Goals and Struggles

Title: Business Owner

Identify the typical Goals and Struggles for this role

Goals:

1. Meet 2022 growth goals
2. Reduce personal risk

Struggles:

1. Finding employees
2. Succession planning



Discovery & Qualifying

Discovery and Qualifying

- Understand the customer's business through strong **Discovery** AND **Qualifying** questions
- **Discovery** – focused on business outcomes aligned with the decision maker
- **Qualifying** – BANT tool for both opportunity qualifying and internal forecasting (Webinar)

Strong Discovery Questions

- **What do you find as your team's biggest accomplishment in the last 4-6 months?**
- I see from LinkedIn you have been in this role since ____ what made you want to get in this industry?
- How has your role changed since Covid?
- I see we are both connected to _____ on LinkedIn? How do you know them?

ASK, ASK, ASK

1. Why is that?
2. Can you tell me more?
3. Is there anything else?

Goals and Struggles

Title:

Identify the typical Goals and Struggles for this role

Goals:

1. _____

2. _____

Struggles:

1. _____

2. _____



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RELATIONSHIPS POWER RESULTS

Discovery Questions

What probing questions could you develop to learn more about their Goals and Struggles?

1. _____
2. _____
3. _____



Qualifying

Qualifying Questions

BANT

Do they have a **Budget**?

Does buyer have **Authority**?

Do we understand **Need**?

Do we understand **Timeline**?

Your Qualifying Questions – B.A.N.T.

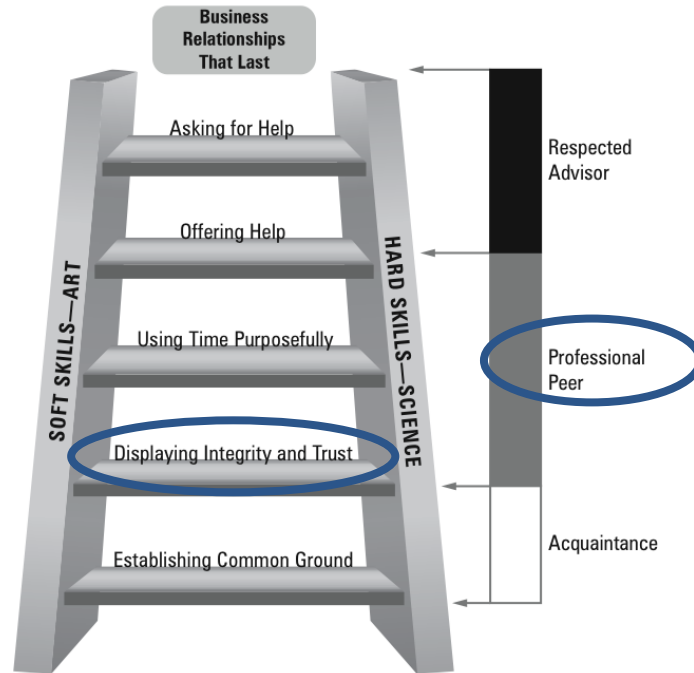
1. Budget _____

2. Authority _____

3. Need _____

4. Timeline _____

Relational Ladder®

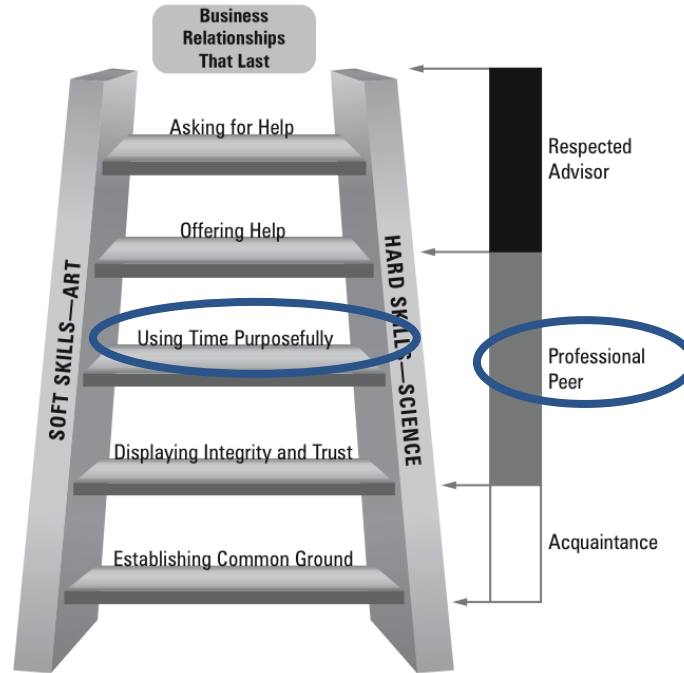


Secure the Relationship

- Examples:
 - Ensure that your customer knows that you have delivered on your commitments
 - Update your customer after you are sent out on referrals
 - “Go ugly early” – share bad news as soon as possible
 - Confidences are shared regularly

168

Relational Ladder®

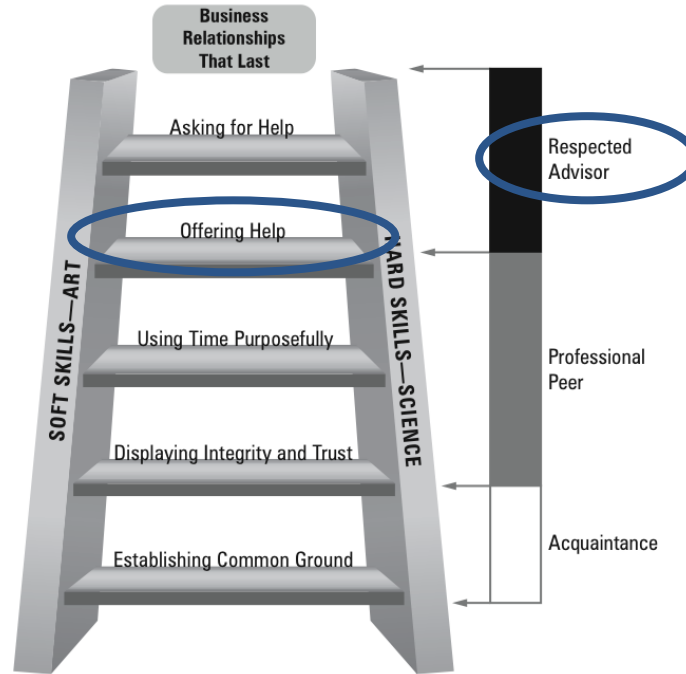


Impactful Sales Meetings

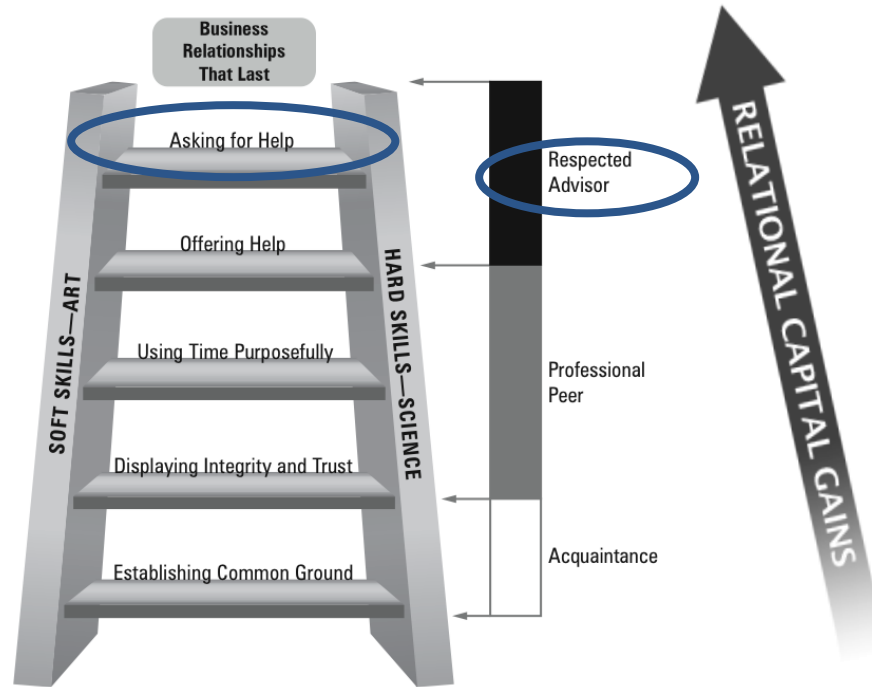
Value Statement (WHAT are we trying to do and WHY?)

- To ... share the Relational Capital workshop with AICC members
- So that ... they can continue to grow and achieve their objectives

Relational Ladder[®]



Relational Ladder®



Relational Capital Gains®

Move from pure transactional relationships to long term, outstanding, long term relationships.

- Trust is earned
- Performance improves
- Introductions happen
- You become a “Go To” resource
- Your advice is sought on issues outside the scope of your relationship



Another Max Story

Max's Approach Delivered Real Business Performance

- Unmatched customer loyalty
- More frequent trips
- Made customers' day a little better
- Competitor-proof
- Respected Advisor



Relational Leaders...

...think **“relationship first”** during every interaction!!!

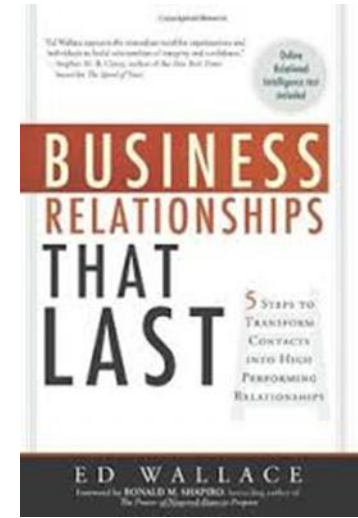




Next Steps

- 1. Ed's eBook ***Business Relationships That Last***
- 2. **Complementary RQ Assessment** – measure the strength of your top five relationships
- 3. Special AICC Member Value on ***Accelerating Business Relationships*** sales training experience

Text Grant Wallace at (610) 306-3648 or email him at grant.wallace@achievenext.com to learn more about these offers.



Accelerating Business Relationships

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