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speaker & trainer

“More Business Right Now!”

Hello

April is an interesting month with many personal things happening but the highlight is definitely celebrating 25 years of happy marriage to Susan, (my very understanding wife), one daughter turning 19 and my own birthday. Sadly it also marks the passing of my father a few years ago.

Why do I mention this? Because this issue is about being real to who you are and April is the month that I tend to go back to what is important to me, it grounds me and allows me to bring things back into perspective.

We all need to do this now and again because it lets us re-examine direction and purpose and rediscover the genuine person underneath the clutter of our everyday challenges.

The good news is that this is who our clients actually want to deal with as well! Read on...



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Being Real Gets the Deal

As an information source you are simply not as valued any more. Welcome to the internet and easy access to everything you know – at least that’s what prospects and clients think.



So if your experience is of little value, what do you have to offer?

"Sales" is a dirty word. For a century sales people seem to have been destroying their own reputation. Every con and “boy, do I have a deal for you” pitch, every cheap product over sold and highly geared finance deal destined for repossession all culminating in a deep distrust of sales people and the sales process.

Very few people enjoy the idea that they have to become this most distrusted of individuals to achieve their business goals and end up with a definite internal conflict.

Different times create different systems and over time many have been developed and they have worked to some degree – but customers are a more complicated and educated breed these days. Even consultative selling has become a well- known practice to sales people and clients alike. So what works now?

The one aspect that succeeds in sales is being genuine. Be you!

You can only be a second rate someone else but you can be an exceptional ‘you’ with no real effort. The fact is, if you are a bastard – be a bastard. People know how to handle that and will buy for the right reasons. But a bastard trying to be nice will cause a very strong feeling of ‘that’s just wrong!’ Just a thought – nice people probably do sell more!

People have what I call a sales shutter and it activates quickly (and does not go back down) when it senses someone trying to “sell” them something. The same happens if they sense that you are not being genuinely you. Customers instinctively register when someone is trying to be something they are not (lying) and this disjoint causes a rift in what could have been a solid and trusting business relationship.

Let’s go one step further. If you think anyone you visit is thinking that you are going to be fair and honest and that they will give you a fair go – you might be terribly disappointed. The reality is that they are more than likely looking for fault. That means you could get 99% right and the 1% that is false will be spotted and trigger that defensive reaction.

It is an instinctual thing which is why it is such a powerful force – it works at our emotional level. We *feel* that what we are hearing is a lie. Studies suggest that 85% of our buying decisions are based on emotions. Logic and sales pitches and facts and figures mean nothing if we simply feel that there is something wrong with the deal or the person representing that deal.

On top of this is the fact that we are living in a changing world where the sales team has more power than ever before. They will question old methods and shy away from doing the things they do not feel comfortable doing. No one is simply fired and orders are not followed unquestioningly.

As a result sales orientated personnel will no longer blindly follow training. They are much more willing to buck the system and, once management and the trainers have left the room, go back to old and much more comfortable ways.

For example, many organizations rely on technicians to make the deals and seal the contracts. Often such people are great at uncovering a client’s needs and producing great solutions but they find it hard to find the prospect in the first place and close the deal. I am asked often to provide the “closes” for this group but this is not the answer.

They build a strong relationship and then try a clumsy close that simply is not who they are – and the client senses it. It causes such a disjoint that a lot of the good work is undone.

Structure and systems are still a necessary part of the process but it is vital that the 'true you' is integrated into this process. In this way you can own it and make it who you are.

Why is this important? Because this is the only way that most people will feel comfortable enough to sell effectively.

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Feature Video

The following video clip is actually a great demonstration of how to sell, but more importantly just enjoy the way this young guy is being who he is. Do those that buy from him buy the product or the personality of the person?

Sold One Of The Best Door-To-Door Salesman Ever!



★★★★★ 1713 ratings

120,433 views

I am known for my ability to generate business but one of the most effective ways of growing your business is to keep the clients you already have and motivate them to keep coming back with open wallets!

Chris Bell knows his stuff and he has some ideas to share about why you should create customer loyalty and just what it can be worth to you.

The Value of Customer Loyalty

By Chris Bell



Here are sixteen reasons loyalty is so valuable:

1. It costs more time, energy and money
2. to gain a new customer—look after the ones you have
3. Your best customers are your competitor's best prospects – look after them otherwise your competitors will.
4. They are your best source of referrals
5. You understand their expectations
6. They bring you steady revenue
7. They give you valuable feedback
8. They save you marketing dollars
9. They give you opportunities to strengthen the relationship
10. They trust you
11. They give you chances to sort out problems
12. They keep raising the bar
13. The sale cycle is sped up
14. They provide powerful testimonials
15. They allow you to be more selective
16. They are more profitable
17. Your people enjoy doing business with them



“Wow” that’s got to be worth the effort

Loyalty Calculator

When it comes to loyalty you might think it is hard to calculate.

Well, we have a loyalty calculator.

[Click Here](#) to see how loyal your customers are.



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"A smile is nearly always inspired by another smile" Anon

For more information about Inspired Learning Systems, [click HERE](#)

Building Loyal Business Relationships

By Dave McMillan, Carolyn Costley, and Michele Akoorie

The fierce battle among retailers for customers has generated a plethora of loyalty programmes offering tangible rewards such as Fly Buys and supermarket petrol discounts. Business-to-customer relationships are all about creating loyalty, and there is a whole body of research behind the development of strategies and tools to keep customers coming back for more.

Yet business-to-business relationships have received nothing like the same attention. For a business, to lose a retail customer is disappointing, but to lose a business-to-business (B2B) customer in an industry can be a catastrophe -- the equivalent of losing thousands of end customers. For example, a well known New Zealand electronics distributor recently lost exclusive distribution rights to Apple products when Apple launched its own online store and began selling direct to the public. Although the management of the company remain upbeat about their business going forward, there is little doubt that losing exclusive distribution rights to leading products such as i-Pods, is going to impact significantly on the organisation.

Obviously, Fly Buys are not the answer, but our research shows that with the right strategy, businesses can go about building loyal relationships with other businesses. The research is based on a survey of 350 B2B relationships in the financial services industry throughout New Zealand.

The first thing we found is that in business-to-business relationships, the best way to create loyalty is to work on behaviour first and use that to build true loyalty. It is a reversal of previous research findings, which suggest that if you create a loyal attitude then the behaviour will follow.

However, before a business can begin to foster loyal behaviour, it has to get a few basics right. Firstly, the business customer must be satisfied with the products or service. Think of satisfaction like hygiene: you only notice it if it is not there. Nevertheless, customer satisfaction in itself does not lead to a loyal relationship.

This is an important finding for operations managers. While your service must equal the competition, investing in improvements beyond industry benchmarks of satisfaction will not necessarily increase loyalty. The message is simple. Invest in satisfaction but be careful not to over-invest.

Once customers are satisfied, business partners need to establish shared values. Shared values are the common bond that holds relationships together and the stronger the sense of shared values, the stronger the business relationship.

The next step is to start developing loyalty, and the starting point is what we have called synthetic loyalty, that is, loyal behaviour without a loyal attitude. Synthetic loyalty is not the end goal for B2B relationships, but it is a step along the way. The crux of establishing synthetic loyalty is to focus initially on getting more business (increasing intensity) rather than considering the long-term relationship.

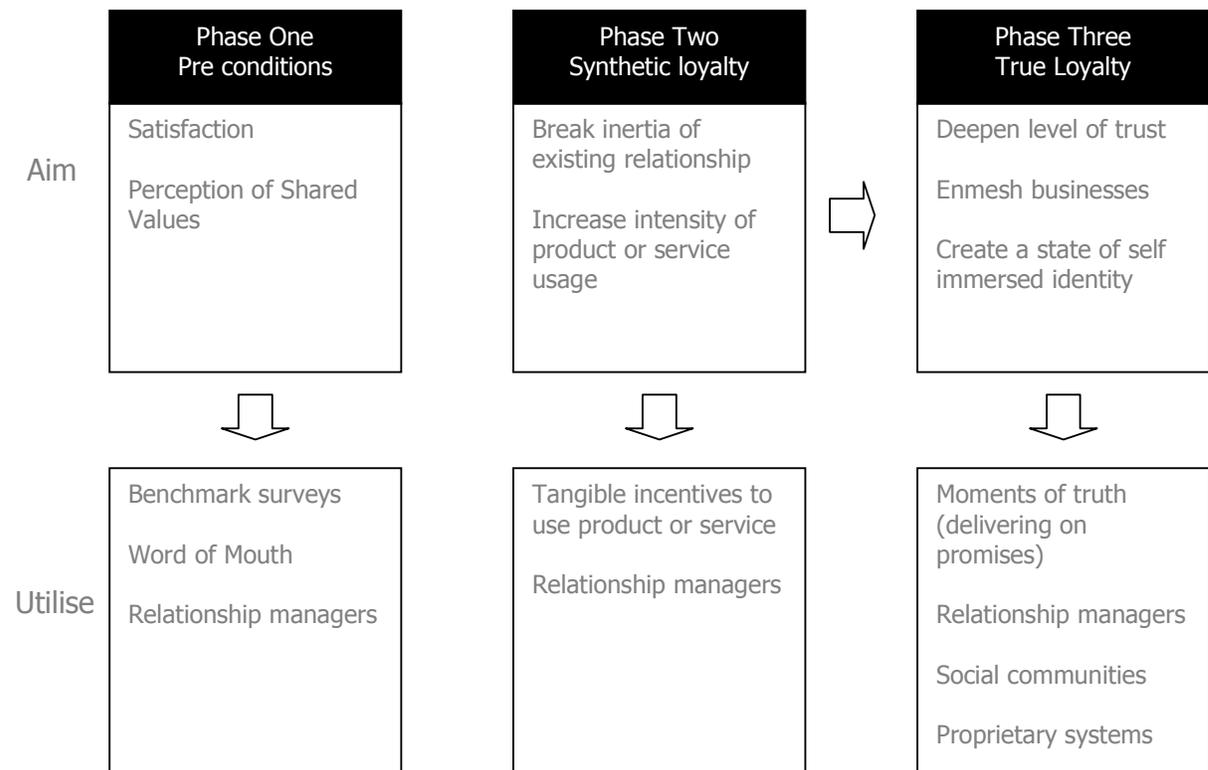
To do this, managers need to provide incentives such as purchasing discounts, volume bonuses and access to exclusive products and services. Incentives encourage a new business partner to take the risk of forming a new business relationship. Breaking the inertia of existing behavioural relationships does not usually happen by accident or good fortune – it comes from deliberate

influencing strategies designed to change purchase behaviours. However, businesses need to keep an eye on the outcome, and make sure time and resources are not wasted on relationships that fail to respond to influencing strategies.

The ultimate goal is to build true loyalty, loyal behaviour backed up by a loyal attitude. Our research revealed that the transition from synthetic loyalty to true loyalty requires one further ingredient – trust.

Trust building strategies often start with the development of interpersonal relationships through social events and recognition of achievements. Many franchisor/franchisee relationships are examples of this. Franchisors such as McDonalds use conferences, overseas travel, and recognition to build and maintain social communities. The ultimate goal of a loyal relationship is to blur the boundaries between the two businesses to the point where they become inseparable.

Phased Model of B2B Loyalty



Nevertheless, not all businesses are interested in true loyalty. In our research we identified three different groups who could be ‘potentially loyal’, which we called relationship seekers, reward seekers, and independence seekers.

The prime targets for true loyalty in any industry are the relationship seekers, who believe in the benefits of loyalty and expect loyalty in return. Interestingly the research revealed that this group was more likely to have high levels of optimism than their less loyal counterparts were.

Relationship seekers are most likely to be already in a ‘loyal relationship’, but they can become targets when their current relationship is not meeting their expectations or the industry in which they are operating is undergoing disruption (e.g. a merger or acquisition), causing them to re-evaluate their existing relationships.

Reward seekers are the prime targets for synthetic loyalty. While not particularly motivated to form loyal relationships, they are motivated to change their behaviour if the rewards are attractive enough. Capturing a reward seeker is largely a game of getting their attention through an incentive that is too good to resist and following that up with personal relationship building activities to solidify the behaviour established in creating the relationship.

The final group is the independence seekers. These people do not desire any kind of loyal relationship and will actively resist any strategies they perceive as affronts to their independence. Independence seekers are best dealt with on a transactional basis. For this group, every transaction must be profitable for the supplier as there is no guarantee that the relationship will endure beyond a single transaction.

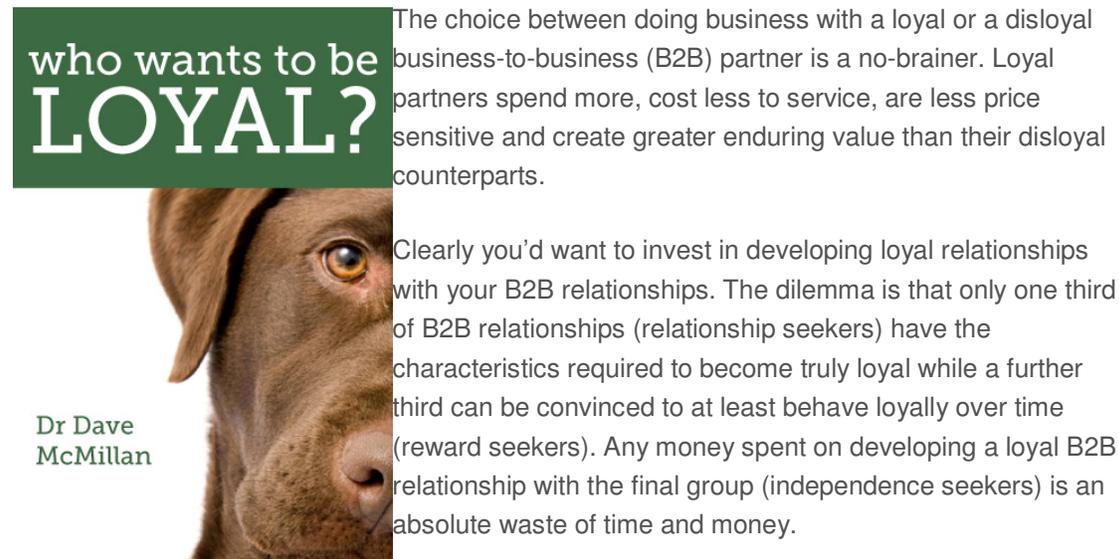
We found that loyalty in B2B relationships requires a managed approach to lead the relationship through three distinct phases of satisfaction, synthetic loyalty and true loyalty. Ultimately, building loyal B2B relationships is simply good business. Our research identifies a logical path that firms can take to develop these relationships.

Dr Dave McMillan is founding director for Simply Strategic, a business-consulting specialist. Carolyn Costley and Michele Akoorie are associate professors at Waikato Management School.

Feature Book

Dr Dave McMillan is quite literally a scholar and a gentleman (having a PhD in B2B loyalty) and someone I admire greatly! This month we feature his book "Who wants to be Loyal" and he has kindly given us the opportunity to give you this book for free. Please do take this opportunity to grab a copy which is full of interesting information.

Who Wants To Be Loyal?



In this book Dr Dave McMillan summarises the findings of his PhD research and then provides insightful, practical strategies to help you differentiate between the relationship seekers, the reward seekers and the independence seekers. The end result is practical information, based on research, to enable you to maximise your effectiveness and investment with your B2B partners.

[Click Here](#) to download the book.

Go to DrDave.net.nz for more great information and expert business advice.

What would you like to see in a newsletter from Bill?

Obviously to make our newsletter relevant to you we want to know what you want to read. Currently we do a lot of work in sales for non-sales people, maximizing your existing marketing, referrals and getting the most out of business relationships as well as maximizing advertising and new business generation.

Although we will consider any topic, as we can certainly find experts so... Share your biggest problem, concern, question or issue with us by emailing us ([click here](#))

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