

Sales Strategies: Developing Closer Relationships

Video Script



Get three ways to strengthen your client relationships in this sales strategies video for business bankers.

Clarity Advantage Corporation is a business consulting firm. We help banks implement and execute sales strategies to generate more profitable relationships faster. Banks accelerate sales by focusing on their value propositions, improving sales processes, and boosting sales manager effectiveness.

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Hi, Nick Miller, welcome back, this time to talk about three elements that help us strengthen our client relationships.

First, platform. We need strong reasons that clients would seek us out. What ideas do we bring for the client's challenges? What perspective do we offer? What decisions do we help them make better? That's our platform.

Second, presence, opportunities for dialogue.

This is the art of the hunt because it's not easy to get face time with busy C-levels or business owners. Invite them to events. Show up at events they attend. Bring them business opportunities. See them socially. Wait by the health club door for them to come in or out. Send them information. Work with them on boards or community activities. Expand our presence.

Third, position.

As in, what position do we want to play on our clients' teams of trusted advisors?

Where do they need another partner or close resource? Maybe it's executing loan requests fast – they wouldn't consider anyone but us. Maybe it's playing devils' advocate with their plans. Maybe it's educating them about financial issues. Think about the position we seek on the client's team, then develop strategies to earn the slot.

So: Develop a stronger platform – reasons they would seek us out. Expand our presence – finding ways to be more present physically or electronically. And choose the position we want to strive for – developing the roles we seek to play on our clients' teams.