

Stay Close

Video Script



Get 6 ways to nurture your centers of influence in this sales strategies video for small 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 nurturing your centers of influence. Six steps that could be part of your annual cycle with them. The main point: make the relationship personal.

One. Take them out to do something social twice a year. Have some fun, yes? Create memorable moments. Better yet, do something social with their significant other or spouse and yours. Double bonding.

Two. Call them or send them a card or a text or an email on their birthday. Better yet, CALL them on their birthday and sing to them. "Happy birthday to you, happy birthday to you."

Three. Refer them at least one piece of business. Two is good. Three would be great. Don't hurt yourself. One is good enough.

Four. Introduce them to someone they'd value meeting, someone you think they'd get on with. You introduced them. It's a gift that keeps on giving. Every time they see you in person, they remember you.

Five. Ask them for advice. Why? Because they'll feel valuable and because (assuming YOU have a useful expertise) you're then able to say, "I'm happy to do the same for you or any of your clients." Reciprocity.

Six. Stay in touch. At least once a month. People I've talked to say that they're on the phone talking to their closest COIs several times a week about something. Start with twice a month.

Make a little table or spreadsheet. Names down the left, the six steps across the top. Track it so you can stay on top of it. Stay close.