

I've Got a Guy Who...

Video Script



Tips on how to be the “go to” for your clients when they say, “I need”

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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Hello, Nick Miller, welcome back. This time, to talk about our networks.

It's an accepted “fact” in my family that, if our now-adult children need something, they call their mother.

Well, that's not quite true. If the question at hand has to do with cars or taxes, investments, or other business stuff, they'll PROBABly call me... after first calling their mother.

Why is that? Well, we could go down the road of “she's their mother, she carried them for nine months,” yadda, yadda, yadda. We could go there. Or we could go down the path that their mother knows a lot on her own and, if she doesn't know something, she has a tremendous network – medical, painting, roofing, tailoring, tile work, deck repair, cleaning... the list goes on.

So for my kids, their mother is their “go to”.

They know, when they call her, she will either answer their question or say “I know someone who... I gotta guy.” So, they call her first. And why not?

It's the same in sales. If we want to be “go to people” with our clients, if we want them to reach out for us first, when they're thinking about...” we need to be able to say, “YES! I gotta guy for whatever. Yes! I gotta guy.