

Sales Techniques: Managing Account Relationships with Balance

Video Script



Learn why balance is so important in sales and how to achieve it.

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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, Clarity Advantage, welcome back.

This time, we are going to talk about balance and managing account relationships.

I stand on one leg when I brush my teeth. Seriously!

“Um... interesting, Nick. Why did you start this?”

Well, I wanted Tai Chi benefit #10, improved balance and stability by strengthening ankles and knees, and I noticed I had some mirror-staring down time while I was brushing my teeth.

I shared my quest with my wife. She said, “try that with your eyes closed.”

Huh, sure, no problem. Next morning, I picked up my brush, assumed the position, balanced, started brushing, closed my eyes, and... promptly fell over.

Tried again. Lurched into the opposite wall.

Turns out, balancing goes MUCH better with open eyes because...

I use visual cues for balancing – I keep my head up and focus intently on a particular fixed object several feet away from me. The more distant the object, the better the balance. Helps me steady my head and reduce “over-correction” when I need to adjust.

And, so it is when we’re managing account relationships.

The more complex the relationships, the more we need balance. Balance time and energy among accounts. Balance time within an account. Balance resources and specialists we bring.

If our eyes are open to the client environment, if we focus intently on a fixed object some distance in front of us – an account objective, say, solving a particular client challenge, we can manage our balance, reduce “over-correction,” and presumably, hold the relationship “pose” longer to achieve our objectives.

Working an account relationship without the fixed point, without the account objective, is like standing on one leg with one’s eyes closed. Loss of direction and balance come almost immediately.