Sales Strategies: Developing Centers of Influence

Video Script

Attract new prospects and clients through your relationships with centers of influence.

Hi, Nick Miller, Clarity Advantage, welcome back.

This time, we are going to talk about centers of Influence.

So, my question is: do we really have centers of influence?

Or do we have people whose names we know and who really aren't doing much for us at all?

It's a tough challenge. We like to think we have many loyal, valuable centers of influence. The fact is, most of them aren't engaged. They aren't referring or introducing. We don't have personal relationships with them. It's really not reciprocal. And that's trouble!

To develop productive COI relationships, we need to invest.

Invest time to understand their personal and business objectives. To understand how they're trying to achieve those objectives. To see what resources might be useful to them. And we need to give first. We start the flow of qualified leads to ourselves by providing valuable support TO our centers of influence.

It could be introducing them to somebody THEY want to meet. Providing an opening for one of their kids. Referring them to a dog trainer for their unruly Fido. The point is, giving is the currency of successful, reciprocal COI relationships.

And the best COI relationships are personal.

They become friends, business colleagues, people with whom we journey through life.

So, time for a gut check: how close are our COI relationships and where could we share our time and our assets with them so that those relationships become more personal and more valuable for both parties?

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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