

Bring a Friend

Video Script



See why bringing an experienced colleague along with you on a joint call can be beneficial for everyone – your client/prospect, your friend and yourself.

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, Clarity Advantage, welcome back.

How do you feel about joint calls? Not joint calls with your manager, per se, but joint calls, like shared calls, with an experienced colleague or an expert in a particular discipline that would be valuable for your client.

Here's the bottom line. Do it! At least several times a year. Do it! Here's why.

A client senior executive invited me to meet with him. "Come down and we'll spend the day together. I want to do some brainstorming about our strategy." So, I said, "Yes, of course!"

And then I thought, who else could add some value in this conversation. So, I invited (with my client's permission) a consultant at another firm. So, on the day, off we went. Five hours. Incredible – the economy, demographics, value propositions, strategies, market valuations. (Shrug, as in "a lot of stuff").

Was it good for the client? Yes! He was able to speak freely, think out loud, pull ideas together. Our two perspectives were helpful.

Was it good for me? I'll say! I learned a TON... listening to the other consultant's questions and comments. I thought, [bleep] there's a lot for me to learn. How does she know that stuff? And I never would have had those insights if I'd gone on my own.

So, phone a friend. Product specialist. Third party partner. An outside expert. Someone from whom we and our clients can learn. Phone a friend.