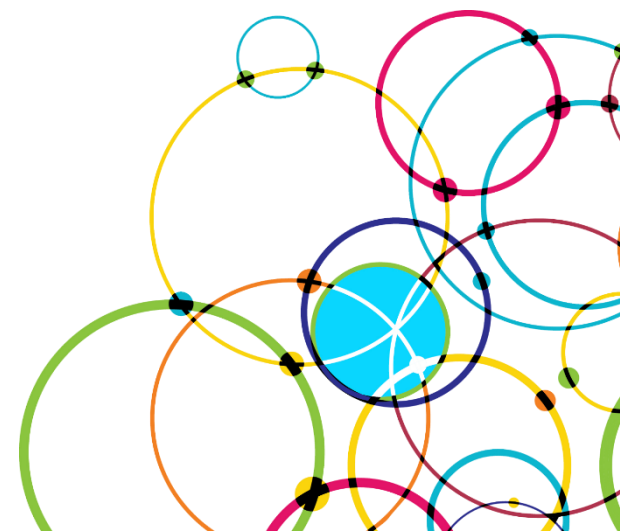


# Why Business Relationships Matter

@kenthoreson

@klubner

@channelEQU



# Why Business Relationships Matter

---

Increasing Business Through  
the Power of Relationships



# The Power of Relationships and Emotional Intelligence



90%

of top performers have high EQ

*EQ is responsible for*

58%

*of your job performance*



\$29,000

*People with high EQ make \$29,000 more annually than their low EQ counterparts*

Source:  
TalentSmart



**Keith Lubner**

Channel Strategy, Metrics, & Business Intelligence

**Singularly Focused**  
VAR, ISV, Distributor, Retail TECH Channels

**Acceleration Focused**  
Programs that spur fast growth and profits

Ecosystem Acceleration, Optimization, & Productivity Programs

Channel Marketing Services

2016 Top 20 Channel

Channel Enablement & Recruitment

Adaptive Partnering Methodology  
Channel University Training  
Channel Performance Focus

*Visionary*

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# The Power of Empathy



- Empathy is the ability to understand and identify with their feelings and motives.
- Empathy helps you overcome the habit of assuming you know what is best for your customer.
- Empathy helps you understand that your customer views her problem as special and unique.
- Empathy helps you make **personalized recommendations** that validate to your customer that you view them as a unique individual.

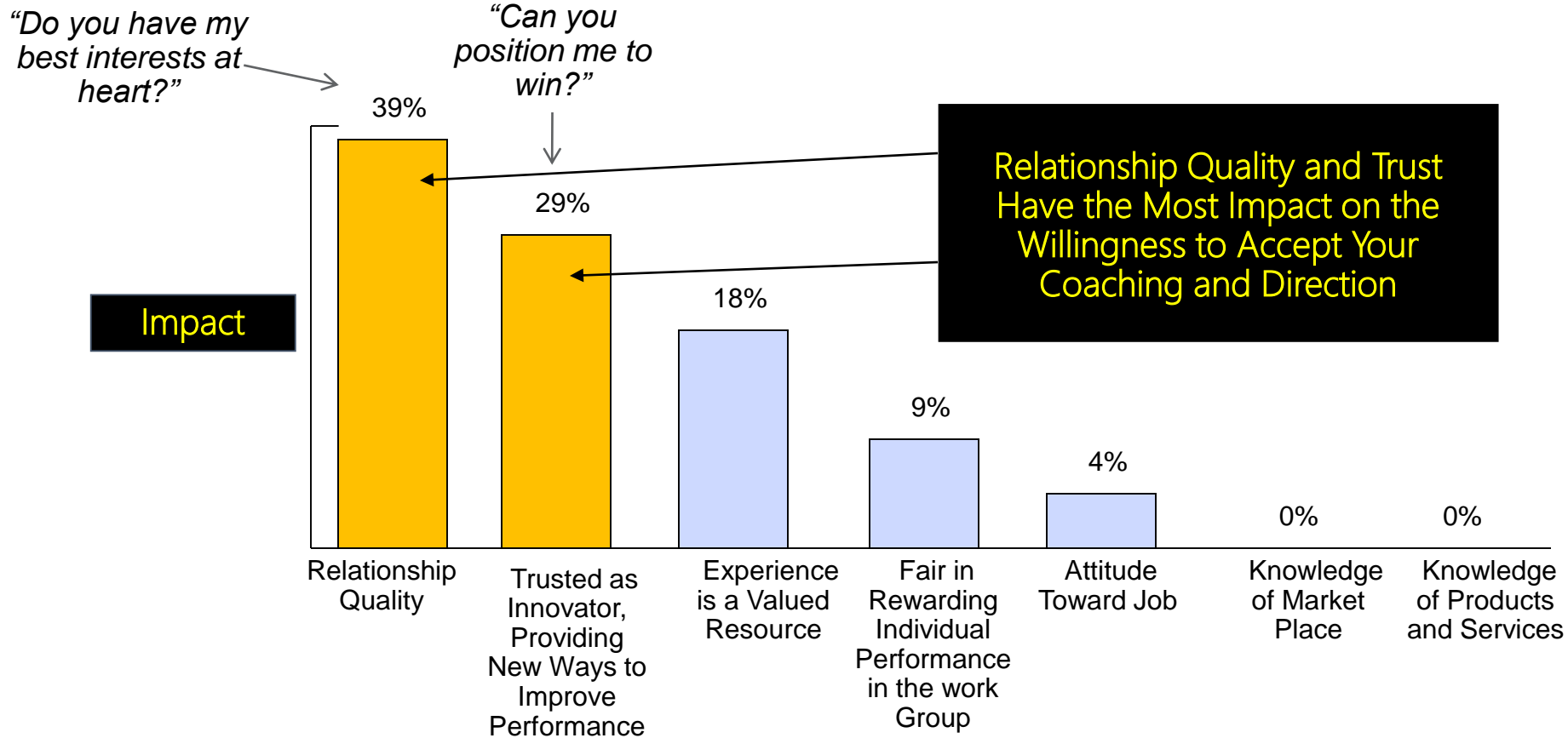


# Create a Positive Emotional Experience

- Engage customers on a personal level
- Give a person to person experience
- Express sincerity, emotion, and empathy
- Your attitude is everything
- Laugh and Have Fun!



# Relationships are Most Critical to Influence



Source: CEB Solutions research.

# 4 Principles of Effective Sales Conversations

People respond  
in kind

Questions  
control the  
conversation  
flow

People  
Communicate  
in Stories

Listening builds  
emotional  
connections

Sales is Just a Conversation



# The Power of a Connection

Do I like you?

Do you listen to me?

Do you make me feel important?

Do you get me and my problems?

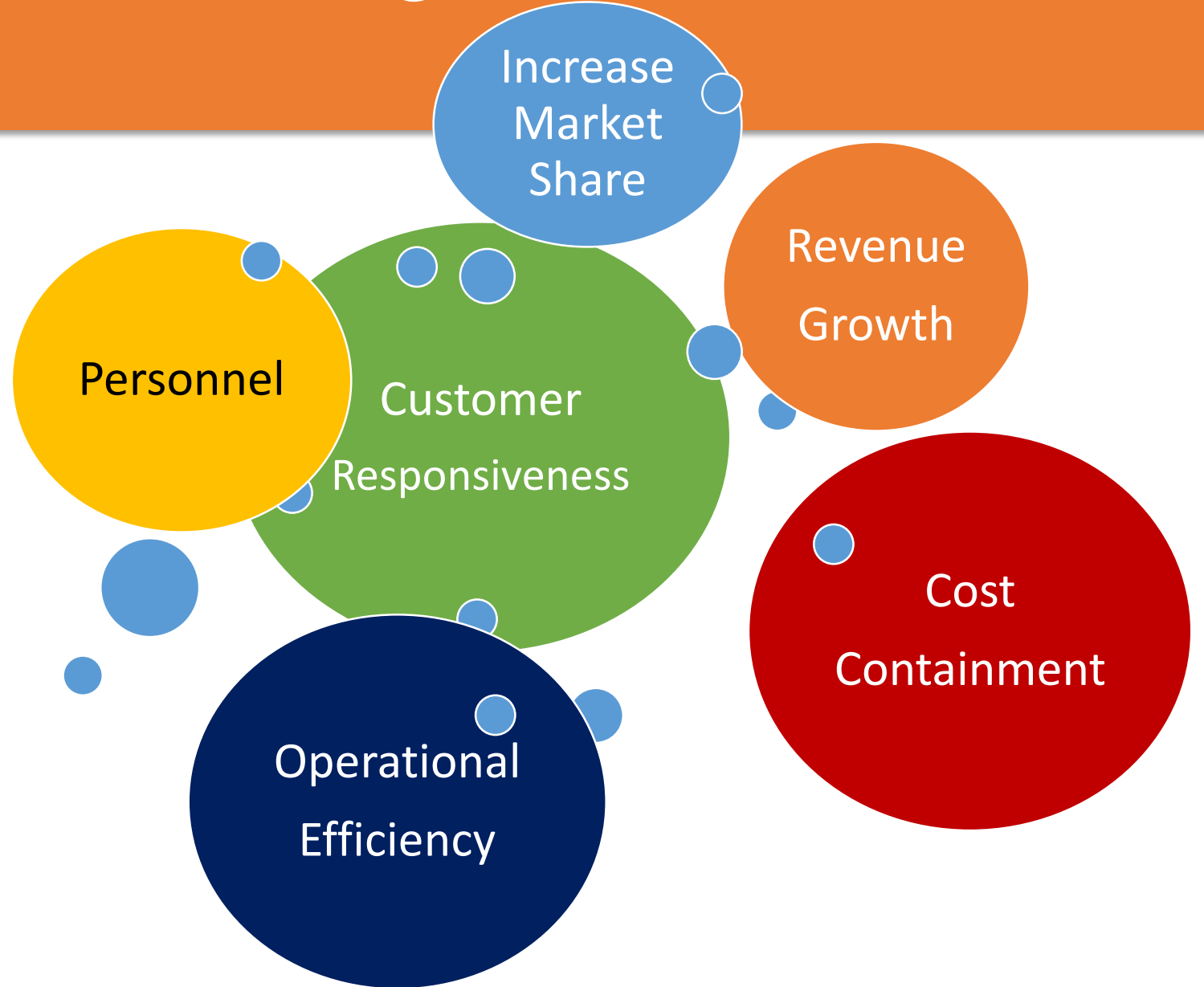
Do I trust and believe you?



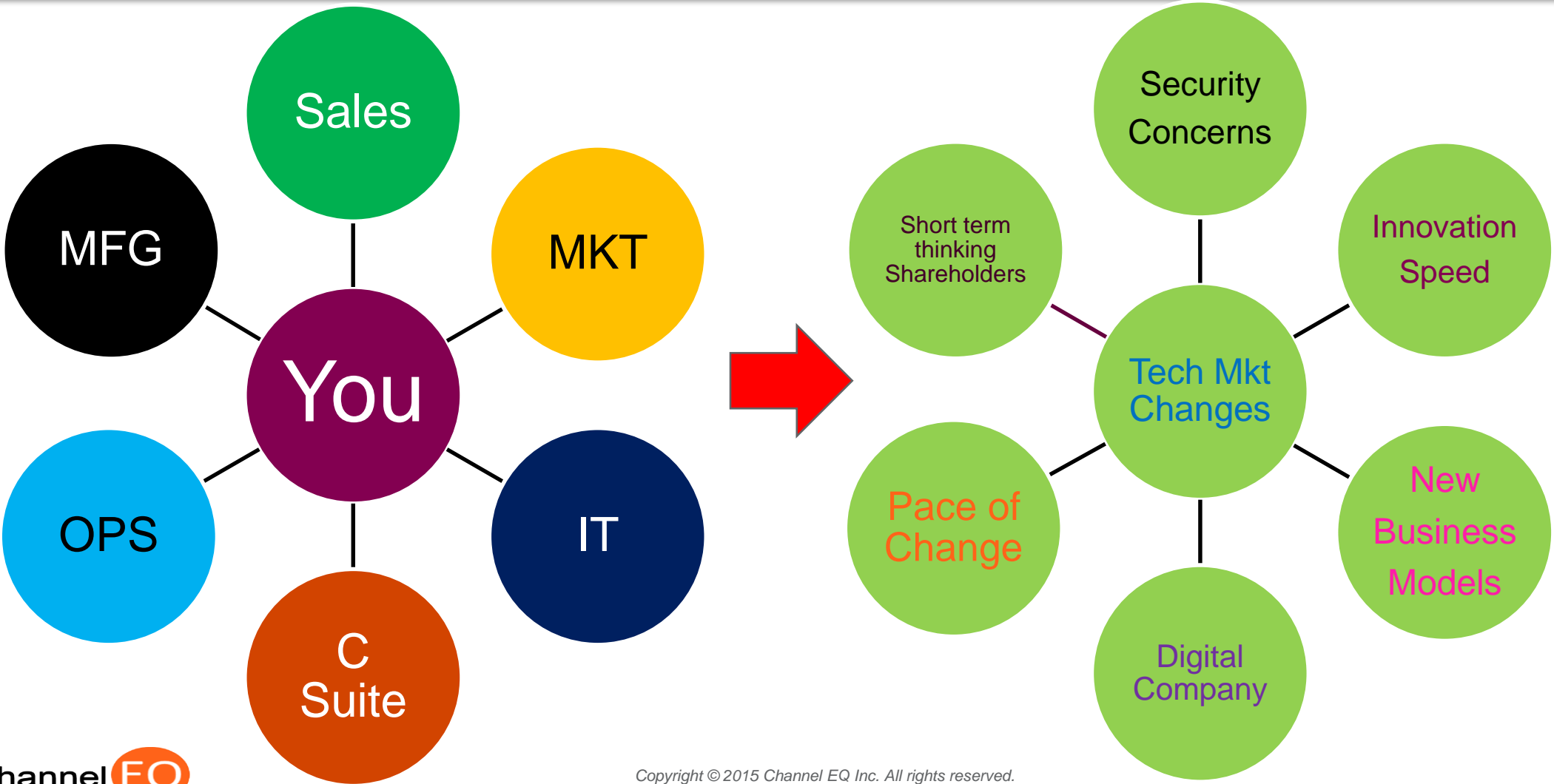
Each interaction with a customer creates an experience that they will **feel** and **remember**. These experiences are **cumulative**. Over time they become the **foundation** of long-term relationships and **loyalty**.

What will better relationships do  
for you?

# Align to the Business Challenges



# Relationships Help you Connect to LOB Personnel & Their Issues





Influence vs. Position

Persuasion vs. Coercion

Power vs. Force

Self-Mastery vs. Control

## Personal Power

Personal Power is influencing the behavior of others based on *who you are*, not *what you are*.

Personal Power is primarily a mastery of self, rather than a pursuit of control over others.

It is an attitude or state of mind and is based on relationships, positive personal qualities, vision, character, competence and service to others.





Strategy  
Business Mgmt  
Sales  
Leadership

**Singularly Focused**  
VAR, ISV, Distributor, Retail TECH  
Channels

**Acceleration Focused**  
Programs that spur fast growth  
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Partner Business  
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Workshops

Keynotes,  
Workshops

Consulting  
Services

**Top 50 Sales &  
Marketing  
Influencer's  
2015**

The Sales Mgmt Guru Book  
series

5- Video Training Kit  
Sales Mgmt Tool Kit  
Peer Groups

## Ken Thoreson

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[www.YourSalesManagementGuru.com](http://www.YourSalesManagementGuru.com)

# Understanding and Improving Yourself: Tactics for Influencing

# 5 Essential Rules of Communication

1. If you want to know what your customer is thinking they have to tell you.
2. Never answer your own questions.
3. Clarify non-communication.
4. Communication fails if your customer is not thinking the same thing you are.
5. Communication fails if your prospect/customer is thinking about **your behavior** not theirs.



# What Customers Are Thinking...



Be  
Productive



Connect  
Employee's  
& Offices



Work From  
Anywhere



Secure My  
Business



Serve  
Customers  
Better



Are You Thinking, What They Are Thinking?

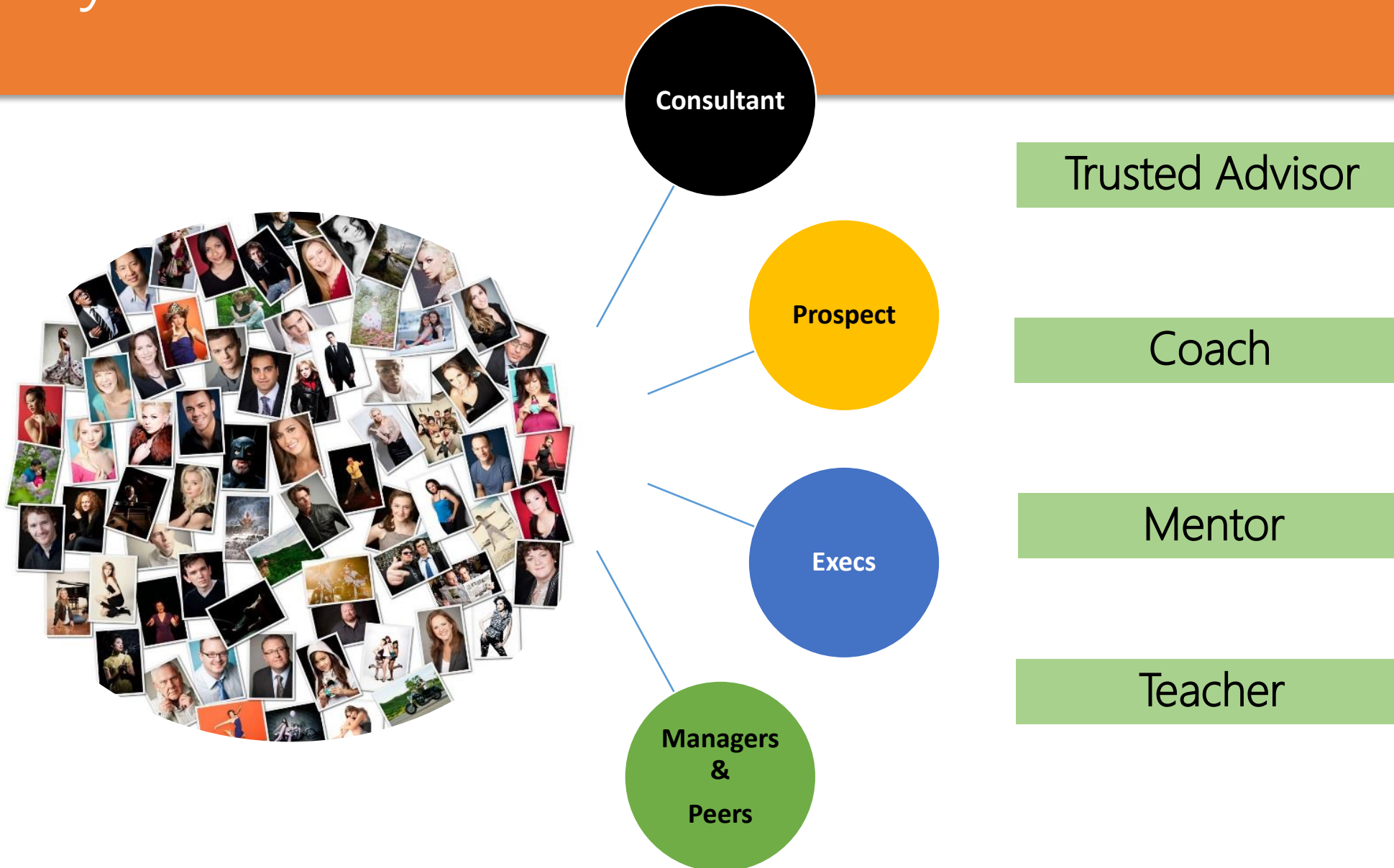


# Leverage the Pull Strategy with the 5 Levers





# Layers of Influence



# Establishing Rapport: Be Likeable

- First impressions count
- Smile
- Show enthusiasm
- Be authentic
- Be confident
- Be kind and polite
- Close the *Experience Gap* by making it easy and pleasurable to do business with you.





# Connect

- Take ownership
- Assure your customer that you can help
- Be there
- Flex your style
- Don't ask customer to repeat information you already have
- Demonstrate empathy
- Allow the customer room to tell their story
- Listen carefully and deeply
- Pause before speaking



# Solve Problems



- Customers won't open up until they feel connected to you.
- Ask easy questions first
- Ask probing and clarifying questions to learn more about the problem
- Listen deeply for non-verbal emotional cues
- Never make assumptions that you know what your customer needs.
- Make personalized recommendations

# Build Trust



- Be responsive
- Speak with confidence and enthusiasm
- Adopt a *Can Do!* demeanor
- You are always on stage
- Go the extra mile
- Follow through
- Never talk down to your customer







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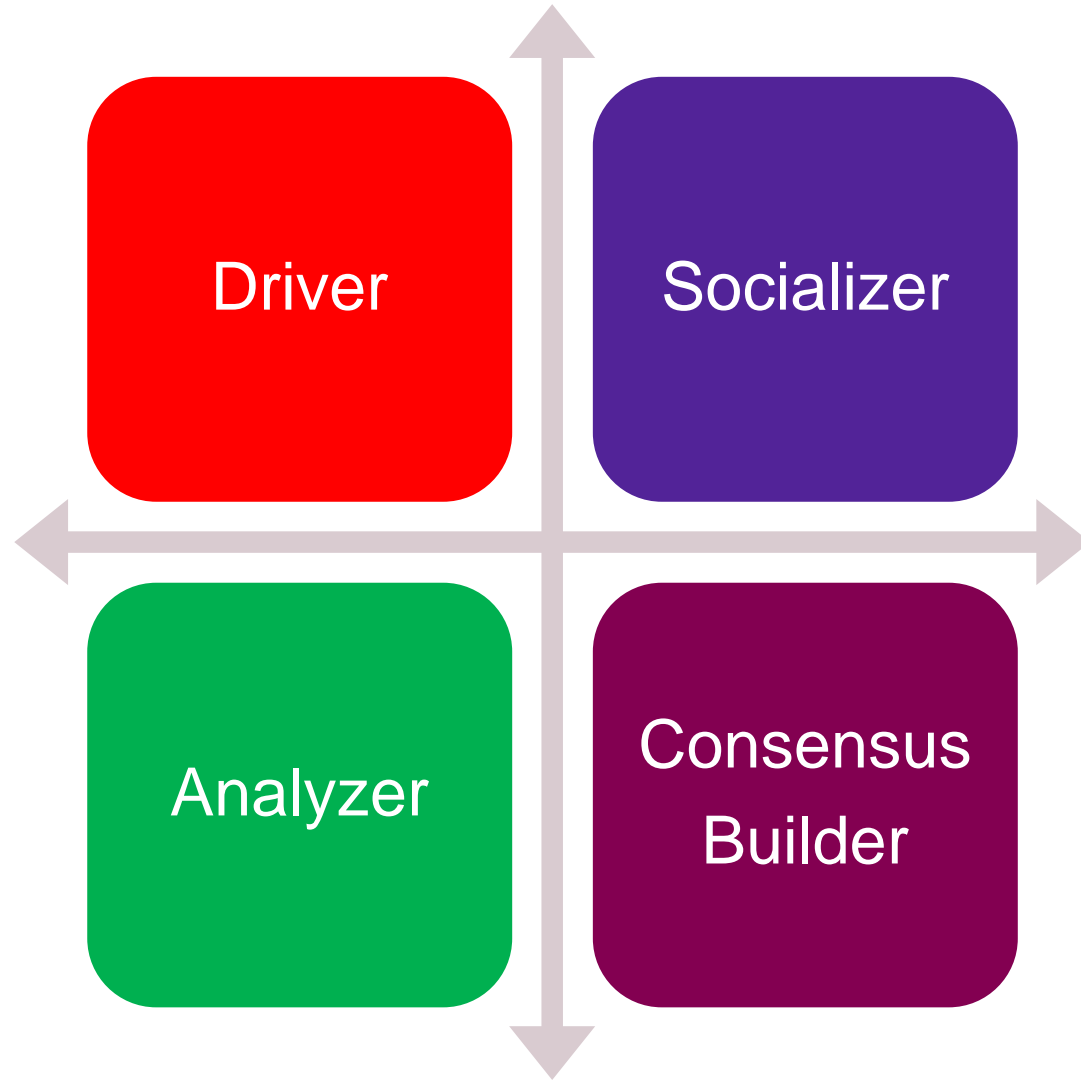
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# Understanding Your Customers & Prospects

# Understanding Personalities at the Prospect



# Why are personalities so important when selling ?

## Driver

- » They like to “get it done”
- » They need to be in control
- » You need to be confident
- » You need to “get to the point”
- » You need to “move fast” and be deliberate



# Why are personalities so important when selling ?

## Socializer

- » They need to “tell their story”
- » They need to feel valued and important
- » You need to make it “personal”
- » You need to build the relationship

# Why are personalities so important when selling ?

## Analyzer

- » They need all the “ducks in a row”
- » They value process
- » They are analytical & methodical
- » You need to gain control with questions
- » You need to demonstrate patience
- » You need to focus on the process as well

# Why are personalities so important when selling ?

## Consensus Builder

- » They avoid conflict
- » They fear making a mistake
- » They need time to absorb new ideas
- » You need to be deliberate and considerate when it comes to communication
- » You need to move slowly

# When You Know Their Style You Can...

Change your body language

Change your voice tone

Change your sales approach

Change your proposal and closing style

# Contact Information

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**2016 ChannelPro Visionary**



Thank You !



# The Channel Enablement Company



**Channel EQ** is a global leader in Channel Enablement and Acceleration strategies. Through our innovative Channel University Learning Management Platform we help organizations that sell through Partners own mindshare, accelerate change, and reach peak sales and service performance fast.

Our innovative Adaptive Partnering™ methodology helps channel owners align, leverage, and optimize the four elements most critical to channel performance:

- Channel Partner (external)
- Channel Manager (internal)
- Sales, Service, & Support (internal)
- Customer (external)





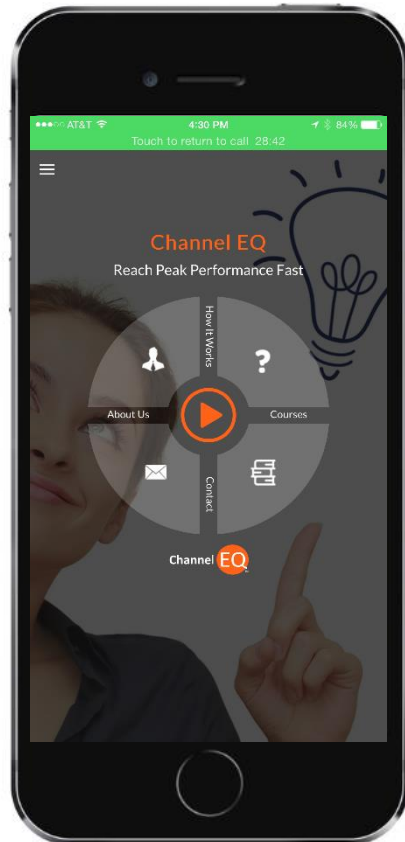
A Robust Learning Platform that Adapts to Your  
Ever Changing Channel

Channel University

Peak Channel Performance. Fast.



# An Always on Mobile Platform that Adapts to the Ways Partners and Employees Learn



Self-directed, online video based modules and tutorials



Mobile APP – anywhere, anytime - learning



Live Virtual Classroom training programs facilitated by certified instructors



Interactive and Experiential classroom training programs





# Course Catalog

Adaptive Partnering & Partner Management



Leadership

Telephone

In Person

Email

Call Backs

Social Media

Networking Referrals

Sales Skills



# Illustrative Training Objectives

