

The Four Laws of Relationship Marketing

by Arnold Sanow, MBA, CSP

By practicing relationship marketing we build loyalty and differentiate ourselves from all the competitive forces we face.

To keep from just becoming another commodity, follow the four laws of relationship marketing on a daily basis and watch your sales ... grow!

1. You're not just closing a sale, but opening a relationship. Closing the sale is only the beginning of the sales process. We are all in business for the long term. The key to continued success is building a solid relationship with our current customers. These are our best customers. In fact, it is 6 times more expensive to get new customers than it is to persuade our already happy customers to use us again. In addition, if we keep in touch with our customers on a regular basis and treat them like gold our business from referrals will skyrocket.
2. People buy who you are, not what you do. There are two ultimate reasons why people will want to work with you. It's because they like you and they trust you. Your character, manners, kindness all play an important role for continued success in a service oriented business. In fact, in an article in USA today titled, "Americans are ruder than ever" it was pointed out that those companies who treated customers with kindness and respect were prospering.
3. You're not selling, but solving problems. Your sales success will grow when you take the time to listen to your customers wants and needs and then show them products and services that are best for them. By understanding the difference between features and benefits you will not only solve your customers' problems, but also insure your success. Features are about you and your product or service -- what it is. Benefits are the specific results your product or service offers to your client or prospect -- what it does. For example, when one travel agency manager understood I had a four-year-old child he immediately focused on resorts with kids programs. When he focused on the benefit of a children-only dinner and the fact that my wife and I could eat in peace, I was sold!
4. Develop "strategic" relationships. By developing a niche in the travel industry, you can separate yourself from the crowd. For example, Aspen Travel of Jackson Hole, Wyoming tripled their sales in a couple of years by going from a general travel agency to a specialized agency that works with film production companies. Their relationships are so good that all their business is from referrals from one production company to another.

Success is working well with one customer at a time. As Joe Batten said, "Before you tell- ask, before you talk- listen, after you listen- relate, always show that you care. When you can translate that you care ... people will want to do business - and then don't let the details get in the way!"

Arnold Sanow, MBA, CSP works with his clients to assist them in attracting more customers, keeping them through exceptional customer service and promoting a positive and profitable work environment. He does this through, keynote presentations, seminars, facilitation and consultation. You can reach Arnold at 703-255-3133 or e-mail him at speaker@arnoldsanow.com - His web page is www.arnoldsanow.com Subscribe to Arnold's free e-mail newsletter "Bright Ideas" by sending an e-mail to speaker@arnoldsanow.com and writing subscribe in the message box.

Links referenced within this article

speaker@arnoldsanow.com
<mailto:speaker@arnoldsanow.com>
www.arnoldsanow.com
<http://www.arnoldsanow.com/>
speaker@arnoldsanow.com
<mailto:speaker@arnoldsanow.com?subscribe>

Find this article at:

http://www.salesvantage.com/news/marketing/four_laws.shtml