



Making Customer and Prospect Connections

Description: Regardless of your position in your organization, you are in sales. As a representative of your company's brand and a customer service representative in projects and processes, you are in sales and relationship management.

In this episode of *The Forward Thinking podcast*, host Stephanie Barton, VP Marketing and Communications at FCCS is joined by Aaron Tigert, Regional Vice President of Core Markets, Compeer Financial. Aaron will also be a featured speaker at the upcoming Learning Conference in San Diego and at this fall's FORUM for Ag Lending. Together they discuss a new podcast topic—relationship management and sales. Together they highlight the importance of building the networking and sales relationships that every one of us have with both coworkers and clients.

"Commit to having a desire to meet clients where they're at and help them accomplish their goals." — Aaron Tigert

Episode Insights Include:

Strengthening new and existing client relationships

- + First consider the business model you are aiming to achieve.
- + Both Covid-19 and the current economic environment have had a significant impact on perceived competitive advantages.
- + Commit to having a desire to meet clients where they're at and help them accomplish their goals.
- + Identify the value that you are offering your clients beyond being a low-cost provider.
- + Trust is the key to building strong relationships with every client.

Building and achieving trust

- + Trustworthiness is the combination of credibility, reliability, and intimacy.
- + Achieving trust is an on-going process that must be addressed in every interaction with clients.
- + Being considered trustworthy by your clients should be behind your 'why' of all that you do.
- + Understand the ways that you might undermine your clients trust in you.
- + Your personal brand and your organization's brand both play into your trustworthiness.

Making connections with clients on their level

- + Repeated positive experiences are key to making meaningful client connections.
- + The process of building relationships will take an extended amount of time.
- + Providing value to your client through intellectual property is essential.
- + Your credibility will increase as you continually provide excellent value to your clients.
- + Identify the role that each step of the sales funnel plays in enhancing client relationships.
- + Seek the answers to questions about your clients that will help you understand their goals.

Differences between networking and prospecting

- + If you are a relationships manager and expected to bring in new clients, you need to take time to reflect on your previous year and the development of your business line.
- + Your mindset matters – whether you are networking or prospecting, how are you developing your relationships and communication skills?

How to increase sales without seeming 'salesy'

- + Begin by grounding yourself in the problem that you are solving for your client.
- + Always keep sales in mind, but don't start every conversation with product specific pricing.
- + Have 3 pieces of insight ready to share with clients at all times.
- + Ask open-ended questions about your clients' current concerns.
- + Connect the dots between your product offerings and what's happening on the farm.

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Resources

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Get in touch

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