



TOPIC: SALES MANAGEMENT

TITLE: THE PLAN

June 1, 2000

My last newsletter introduced you to the profile - a powerful tool to help you create and build better, more profitable relationships. I'd like to continue to build on this concept through the introduction of two more tools that will help you sustain momentum on relationship-building. The tool I'm going to talk about today is the plan and my next newsletter will introduce the pipeline. When used in conjunction with the profile, these tools provide a system focused on creating and building relationships consistently.

One method of building solid relationships is consistent contact. We often plan for the tasks we need to complete, the phone calls we need to return, but not often for the relationships we want to sustain or improve. Although we may have intentions to do so, before we know it, time has gotten away from us and we've lost the opportunity. Having a plan focused around relationship-building will prevent this from happening.

The profile collects information from your client, prospect, or referral source and creates opportunity for future contact. Depending on the relationship, the timeframe might be once a month, once a quarter or just a few times a year. Calendar the appropriate time to make the contact and then plan accordingly.

A relationship-building plan includes the names of who you are going to call, and why. Refer back to your profile to refresh your memory. Have a purpose in mind - whether that is to follow-up on something you discussed previously, share information, ask about a recent trip, etc. The more consistent you are with your contacts, the better and more profitable your relationships will be.

So, what's your relationship-building plan look like? Here's some help to get started:

How many people, on average, should I be contacting every week? What is a realistic goal?

My goal is to make _____ contacts per week.

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Once you have a goal, create the plan. Who will I be calling this week and why?

- 1.
- 2.
- 3.
- 4.

When is the next time I will contact these people again? How often should I keep in touch with them?

My challenge for you this week is to use a relationship-building plan. My request is that you spend five minutes to plan for your relationship contacts before your day begins. The best time to plan for tomorrow is before you leave today. Write down the one, two or three people you are going to call and why you are calling them. If you do this consistently over the next three months, I guarantee you will build better relationships and quicken your path to success.