

How to Maximize Your Marketing Results by 286% By Generating Better Leads With Relationship Selling

Learn the Proven Strategy to Generate Better Leads and Create Sustainable Marketing Systems that Eliminate Sleazy “Sales Tricks”

When people think of sales, they too often think of the pushy cable television salesperson.

The used car salesman.

Unwanted cold calls.

We still have that feeling ingrained in us from our parents, grandparents and portrayals in the media that links sales with the traveling “snake oil” salesman pushing his magic cure-all elixirs on an uninterested audience.

It’s no wonder sales has a bad rep.

Couple that with the bombardment of advertisements and our shortened attention spans and businesses feel they have to go to extremes in order to get any attention. The problem is, extremes are the new norm.

So how can you possibly stand out? It’s surprisingly simple: *relationship selling*.

Now, “relationships” are NOT just a buzzword, especially not the way we use them here at LinkedSelling.

In fact, we define “relationship selling” based on one simple truth:

Real business comes from creating real relationships.

This means turning the focus from product-focused, hard selling tactics to systematically building the right connections and having real conversations with your best prospects.

This is especially important if you're pursuing bigger accounts and higher-ticket prospects.

Today, we're going to discover why relationships are the fuel for high-ticket sales. You'll learn:

- Why a focus on trust and relationships can actually make your marketing 286% more effective!
- Why we're currently in a global "trust crisis" and how YOU and your business can position yourselves above your competitors
- Why the experts project advertising results to be "flat" in 2018, and how you can avoid that
- How trust is the key to sales conversion, the fastest way to gain industry authority, and is actually a psychological human NEED that your business can capitalize on to make serious gains in your market

But First, What is Relationship Selling Anyway?

Call it old-school, but in its most simplified form, relationship selling seeks to close the sale by primarily focusing on developing trust and rapport. When the relationship becomes the focus, the sale becomes a natural solution to your prospect's needs, which positions you as a trusted advisor rather than a salesperson.

To give you an idea of the effect it can have in your marketing efforts, here are a few examples of relationship selling in play...

#1. I Was The Only One He Called

So when I started out on my own, I had joined lots of groups on LinkedIn and had even started a LinkedIn group called Small Biz Forum to position my brand and services in front of small business owners - the exact people I wanted to connect with.

One day, I got a call from a business owner who was a member of the group. He needed help building financial projections for a new venture.

I met him at his facility, and his assistant escorted me to his office. He was wrapping up a few things but invited me to have a seat. His computer screen was facing me, and he had Outlook pulled up with his recent emails. I noticed the email he currently had selected was the *digest of content from my LinkedIn group, Small Biz Forum*.

Coincidence? Hell no.

He had seen my name repeatedly, was receiving the group content, and the day he had a need, I was the one he called. I later found out that I was the only one he called. This just goes to show that I had already developed a level of trust with him before we even met for the first time.

#2. Cohen Woodworking Gave Me A Chance Because They Knew Me

One of my very first clients when I was working as an outsourced CFO, was Ben Cohen. He runs a woodworking firm in Missouri and got tired of riding the “cashflow rollercoaster” (you know... the ups and downs of business where one month you have enough leads and clients and the next, you’re scrambling to make ends meet). He was also fed up with the “snake oil” system and strategies that most of the gurus and experts tried to push on him.

He was skeptical of everything because he runs a typically straightlaced business: woodworking. Not exactly the most exciting industry in the news these days, and he wasn’t sure if any marketing strategy touted by the so-called “experts” would work for him.

When they saw what I was doing on LinkedIn with this system I had created to get high-value leads consistently, they wondered if it would work for them too.

BUT... they were skeptical. Could social media, and LinkedIn specifically, really bring in leads for a business in their industry?

They knew they couldn’t rely on their old ways of doing things, referrals alone just weren’t working anymore, at least not reliably, and certainly it wasn’t going to get them the growth they needed.

They were worried about the future and needed to do something.

And here's the key... even though they were skeptical about my system, they still hired me because I had previously built a relationship and they had come to trust me.

(Since then, using this same relationship-building approach we're sharing in this report, they have gone on to do over \$30 million in new sales and their company has grown by leaps and bounds.)

#3. "The people in the room already know who I am!" - Tom Swip

Tom Swip, owner of Swip Systems a software development company, is another client who, thanks to his consistent effort to build relationships through LinkedIn, has become a trusted authority in his competitive industry. Here's what he had to say about the effects of building relationships with his prospects:

"It gets us to the point where as an organization, we're stable in our lead pipeline, with the people that we're helping and the people we're connecting with. And personally, it's a great feeling to walk into a room and introduce yourself and say, 'Hi! I'm Tom Swip,' and they say, 'I know, you're in my inbox every day.'"

*"They know you ahead of time, there's that warm introduction and **then they're more welcoming to the conversation and they're looking forward to how we can help each other out.** The people that we talk to really feel that we know what we're talking about and that we're out there to give them a hand."*

This works! In less than 24 months of switching to a relationship-selling model, Swip Systems generated over \$600,000.

#4. Matt Jones used relationships to generate an additional \$100,000 in less than a year and become a national company.

In fact, Matt has a slightly different take on it... besides going from practically zero to over \$100,000 in just a few months using relationship selling, one of the biggest benefits he saw was his confidence and position in the marketplace. He told us that his success is based on claiming his place in the market as a leader and **giving his clients the opportunity to trust him and have him earn that trust.**

This is what relationships are all about! Here's what he said about it...

"I think what the system did was give me the confidence to NOT wait for somebody to tell me that I'm a leader and a professional. I could wait my whole life before somebody gave me that accolade. I'm gonna take it, but I've got to live it, I've got to prove it, otherwise, people will see through it quite quickly. So it gave me the confidence to step up and say..."

'Look, I am an expert. I am a professional in my field and I want you to give me the chance to step up and prove it.'

And that's basically the foundation to the success of my business - that I've been granted the confidence of my clients and I've been given the opportunity to prove it to them."

Building relationships is KEY to having a lifetime of high-value clients.

Why Your Prospects Are Desperate For Relationships in Business - Now More Than Ever

Forrester predicted that the advertising market in 2018 will be FLAT and that advertising budgets won't go as far because people just plain don't trust ads as much. This speaks to how the ad markets have gotten too noisy, too impersonal and that consumers don't easily give their trust anymore. (source: [link](#))

In fact, the 2017 Edelman Trust Barometer supports this, taking it a step further, revealing that,

"Trust is in crisis around the world. The general population's trust in all four key institutions — business, government, NGOs, and media — has declined broadly, a phenomenon not reported since Edelman began tracking trust among this segment in 2012.

To rebuild trust and restore faith in the system, institutions must step outside of their traditional roles and work toward a new, more integrated operating model that puts people — and the addressing of their fears — at the center of everything they do."
(source: [link](#))

To put people at the center of everything you do requires building relationships.

Besides a decline of trust in general, here's another problem...

There is too much focus on using tech for tech's sake. We're drowning in the numbers and the latest "technique" and shiny object that relationships have taken a back seat even though that's what people respond to!

Just take a look at this...



This chart from the State of Sales Survey done by LinkedIn in 2017 says that **the #1 contributing factor in making a purchase decision is if a buyer has TRUST in the salesperson, even more than "ROI" or even price factors.** (source: [link](#))

Commenting on this chart, SalesHacker.com agrees with us about the hyper-focus on technology at the expense of relationships...

"We've focused too much on the sales process, the automation, the metrics, and the mechanics of selling.

And we've been losing the softer side of sales – the "relationship" with our buyers, deeply understanding their needs, and providing customer value."

(source: [link](#))

Finally, I love how Jim Marous, co-publisher of “Financial Brand” puts it...

*“There is a need to understand customer needs, behaviors and interactions to move from a product-push to an **advisory relationship**. This is far different from today’s environment.”*

In today’s environment, the lack of trust actually creates a gaping hole that our biology craves. You see, having that trust is actually a **psychological need** for humans that you can trigger in your business.

Trust Is A Psychological Need

Why does relationship selling work so well? Because it fulfills proven psychological triggers all humans have.

In fact, UCLA professor Matthew Lieberman, one of the founders of social cognitive neuroscience has proven **that the need for connection (and inherently trust) is just as important as food and shelter to our survival.**

He also suggests that our institutions — from schools and sports teams to the military and health care institutions — would perform better if they were structured with an understanding of our social nature.

And I’ll add **businesses** to that list.

This is why businesses who do NOT apply the concept of TRUST and CONNECTION into their marketing are missing out on the key to long-term success.

And this is why making the switch to a marketing system based on building TRUST and relationships will change everything for you...

Don’t Take My Word For It, The Proof Is All Around

Let’s take a look at some of the proven benefits you get when you truly implement a relationship-based system to generate your leads...

- 1) **You STAND OUT and ATTRACT your prospects:**

It's the difference between push and pull. When you're pushing people to buy, you repel them, but when you focus on the relationship, like a magnet, you attract your high-ticket prospects and they're more open to a business conversation.

Remember the trust crisis? That's the new normal. So when you change the focus of your marketing to building relationships, you raise yourself above all the noise!

2) **MORE sales, faster:**

This isn't obvious for most people (they think relationships takes a long time and can't be measured), but Nucleus Research found that a relationship-selling focused solution **can actually provide an increase of 12 to 15 percent for salespeople while accelerating time to close.** (source: [link](#))

Stephen Covey agrees. I love how he defines it in his book, the "Speed of Trust",

"Trust is confidence and distrust is suspicion."

He's referring to your prospects here... if they don't trust you can deliver, they are suspicious of you.

But he goes on...he explains that trust is NOT vague or intangible when it comes to business. **Trust actually has a direct effect on speed and cost.**

For example, if someone doesn't trust you, it will take longer to turn them into clients because they'll need to know more information. **This reflects in higher costs of time, energy, and money on your end.**

In fact, Covey backs this up with a Watson Wyatt study showing that the return from high-trust organizations beat low-trust by 286%!

*"Trust is more than a nice-to-have, soft, social virtue, it is a hard-edged economic driver. **Trust—more than Euros, Yen, or dollars—is the currency of the new, global economy.** High trust increases speed and reduces cost in all relationships, interactions, and transactions. High trust also increases value – value to shareholders and value to customers. The data supporting this is compelling. In a Watson Wyatt 2002 study, high-trust organizations outperformed low-trust organizations in total return to shareholders by 286 percent."*

- Stephen Covey (source: [link](#))

How You Can Use Relationship Selling in Your Business to Attract and Close More High-Ticket Prospects

Relationship selling doesn't have to be a costly thing, in either time or money, especially when you have a system in place to make it happen. Here are FIVE steps you can do today to reap the benefits we just covered...

1. **Speak directly to your prospects.** To do this properly, you need to have defined your target and get specific in your communications, speaking directly to your IDEAL prospect's needs.
2. **Be honest and sincere.** You are here to help your prospects find a solution, you are not here to push a solution on them. This mindset shift makes a big difference in how you approach your lead generation strategy.
3. **Be consistent in staying top of mind.** Of course, not everyone will want to buy right off the bat, no matter how well you've positioned yourself or how much industry authority you've cultivated. For this reason, you need a strong system to stay top-of-mind with your prospects, so that when they are ready, YOU are the one they turn to.
4. **Be helpful, relevant, and valuable.** KEY to building relationships, you've got to give something to the relationship yourself. Think of it like proving your value, getting your prospects to think about the issues you can help them solve.
5. **Become THE top choice in your industry.** When you follow all these steps, you naturally stand above the crowd in your industry and when your prospect is ready for your services, they know exactly who to turn to.

Use The Power of Relationships to Fuel Your Business For Years to Come

The relationship-based system that we use and teach at LinkedSelling utilizes a systematic framework to build real relationships with high-ticket prospects through LinkedIn and email...

It's really a journey you embark on with your prospects, to take them from complete stranger to trust to relationship to business opportunity to client.

So, why is relationship selling not just a buzzword? Because when you utilize a sales system that's focused on relationships first, you change the game completely...

- You connect with and build relationships with key people in your industry likely to become your next high-ticket lead.
- Clients understand you have their back; you're not just in it for the sale and they feel comfortable referring you.
- You save money in acquiring clients, and you shorten the sales cycle and close leads faster.
- Overall, you have amazing clients for life, which translates to increased revenue and increased opportunities in your industry because your industry trusts you to deliver (this includes more referrals, speaking opportunities, events, introductions...)

Remember this truth: **Real business comes from creating real relationships.** This is the backbone of our success and the success of all our clients because businesses aren't just cold walls of steel, they are run by people and people respond to those they know, like and trust.

If you'd like to learn more about how you can implement a relationship-based system for your lead generation strategy, schedule a free strategy session with one of our client strategists today.

About Josh Turner and LinkedSelling

Josh Turner is a Wall Street Journal bestselling author, Founder, and CEO of LinkedSelling, the world's foremost B2B marketing and lead generation company. As an Inc 500 and Entrepreneur 360 company, LinkedSelling works with agency clients from around the world and in over 19 different industries, including with influencers like Microsoft, Neil Patel, and more, to generate hundreds of millions in revenue for their clients. We also teach thousands of students how to implement a reliable system to generate a steady stream of cost effective and

*high-quality leads month after month. **For more information, please visit:***
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