



## *Building Relationships*



The term "relationship" as it relates to the business process can mean different things to different people. Often it is seen as a basis on which to do business, however, TISI believes that the term relationship should be viewed far more holistically, before it can be said that a relationship of enduring substance can be rightly claimed by either party.

When referring to the Institute's "[Code of Conduct](#)" and its related "[12 Immutable Laws of Relationship Based Selling](#)" the meaning of a relationship is very clear and unambiguous and relates to the fullest and most holistic interpersonal connection between individuals. **The business transaction is then seamlessly connected into this, all-encompassing bond.**

When referring to the "12 Immutable Laws of Relationship Based Selling" TISI uses the term relationship in an optimistic manner exemplifying a supportive interpersonal connection between two or more individuals (a buyer and a seller). This relationship is the connectivity created via an integrity based communications process, enabling all issues to be presented and resolved to achieve a "win win" outcome for all parties. It is important to note that creating this relationship based partnership does not come easily to everyone and always requires the parties to respect each other prior to enabling an integrity based relationship process to be successfully established and maintained.

Regrettably there is a trend to use Customer Relationship Systems (CRS) to **only** gather relevant information about a business, their trading habits and conditions, credit worthiness and all other manner of business to business information. Information about the individuals making up the business may also sometimes be well documented. **What is usually missing is information about each individual person and their respective behaviour characteristics, how these special people think, feel and respond on an emotional basis.**

Often this type of emotive personal relationship information remains a part of the individual seller's confidential brain system (memory!) and when a seller moves from one territory to another, or worse still, from one company to another, this critical knowledge remains inaccessible and/or permanently lost to the new sales person. If only these CRS systems in all organisations were able to extract this significant, person to person relationship knowledge based on a person's temperament, the ability to maintain a personal relationship with a customer would not continuously be under risk. We maintain that, **the relationship is more important than the sale, and people are more interested in how much we care than in how much we know.**

Before a caring relationship can be established and maintained the seller has to fully understand themselves and the best assistance we can give our members about this need, is to access and study the document in our library called "[Temperament Styles](#)". In reading the seven temperament styles and their prevalent behaviours you will hopefully find that your usual behaviours are located in several of these styles.

If you are courageous enough to ask a close friend to independently assess your temperament you may be shocked to see a significant difference between how you and your friend assess you. Temperament is how you respond to a situation based on your thoughts, feelings and attitudes. It is not based on rational decisions. The seven temperament styles are:

- Mechanical Men & Women,
- Go Getters,
- Happy Jacks and Jills,
- Sad Sacks,
- Timid Toms and Trinas,
- Know Alls
- Absent Minded Professors.

If you find your behaviour is spread equally across all seven, don't despair, your condition is treatable. You may just be trying too hard to please everyone.

As a sales professional you will often be meeting with extremely dissimilar individuals who have the right to maintain their beliefs and personality characteristics. As a seller you will need to present your chameleon like capabilities to all around you in order to minimise and eliminate the chance of creating an adversarial and combative interaction by revealing your opposing personal values and beliefs. Some mistakenly refer to this as "the customer is always right" process. More correctly it should be stated that the customer has the right to be whatever they wish to be. If the customer seeks your advice on a matter then they have requested your opinion and now the communication process can change by invitation. You can now state with humility your divergent opinions to that of your customer. However, remain respectful of the customers views throughout these invited discussions.

Too many sellers mistakenly use the phrase: "What you need is....." when speaking with a customer. What they would be far better saying is "What I would like to recommend for your consideration is....." Speaking respectfully and humbly to a customer is always a better approach.

Refer to the "Temperament Styles" to learn how to modify your sales presentation to steer clear of conflict. Enjoy the coming month and do your best to minimise, or better still, eliminate your judgemental desires, no matter how mistaken your customer may be in their expressed opinions.

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