

CLIENT RELATIONSHIP GRAPH

Winning Big in Sales

CLIENT RELATIONSHIP GRAPH

Use the client relationship graph in conjunction with the methods detailed in the book. Measure where your client relationship is now and explore how to take move it up the graph.

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Client Relationship Graph

The client relationship graph is a powerful conduit to improving the client/supplier relationship.

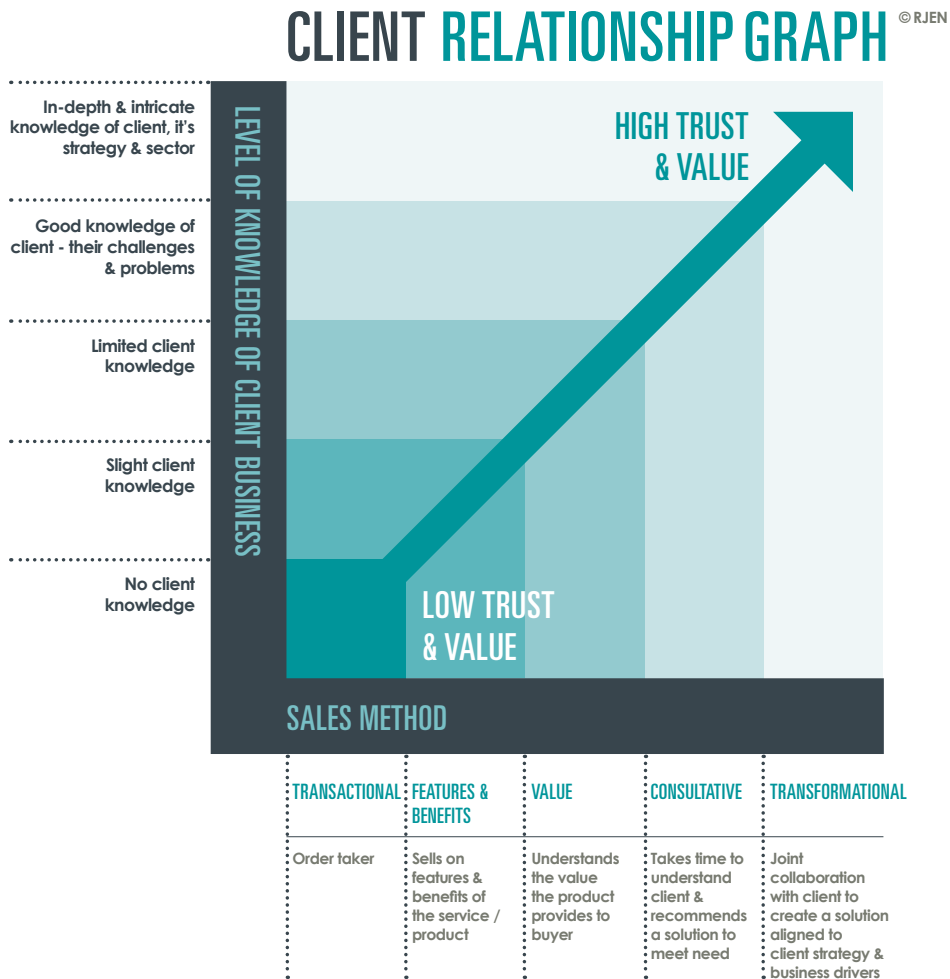
To gain maximum impact with it, the first step is to use it with your team to assess where you consider the client relationship to be on the graph.

Secondly ask the client to make the same assessment.

Use any gap between the two of you as a discussion point for how to narrow the gap.

If you are both at the same spot, discuss how to move the relationship up the graph, defining what that next steps would be.

Transformational sales takes place with joint collaboration between supplier and client.



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ACHIEVING HIGH PERFORMANCE
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