

# Better Buyer Relationships™

## Building Better Relationships for Long-term Business Success

### EXECUTIVE SUMMARY

Everyone sells. Some people sell ideas, some sell services and some sell products. Some sell internally to an organisation; some externally. Participants are shown how to treat each buyer as unique and how to approach each buyer differently - how to respond credibly and create impact “in the moment” through intelligent questioning - always retaining a focus on what is best for the buyer, as opposed to what’s best for the seller.

Through the workshop process, participants see that there is a better way to sell - a way that builds sustainable, trust-based relationships.

### WORKSHOP MATERIALS

Each participant receives a comprehensive 130 page bound workbook containing a summary of all components of the IoweU™ approach - plus examples, exercises, worksheets, checklists, memory-jogging wallet cards and an individual Octagon™ Behavioural Questionnaire.

### WHO IS IT FOR?

This workshop is ideal for any situation where long-term trusted relationships are desired and is especially applicable in complex or high-value sales and consulting situations.

The workshop is equally applicable to internal support functions such as Finance, HR and Marketing as it is to external customer and client-facing groups.

*Attending the workshop will be beneficial for many audiences:*

- Anyone with a direct need to sell
- Anyone responsible for a team or organisation that needs to sell
- Anyone wanting to improve their own ability to develop deep business relationships
- Anyone wanting to improve relationships within a team or organisation

### WHAT WILL I BE ABLE TO DO AFTER PARTICIPATING?

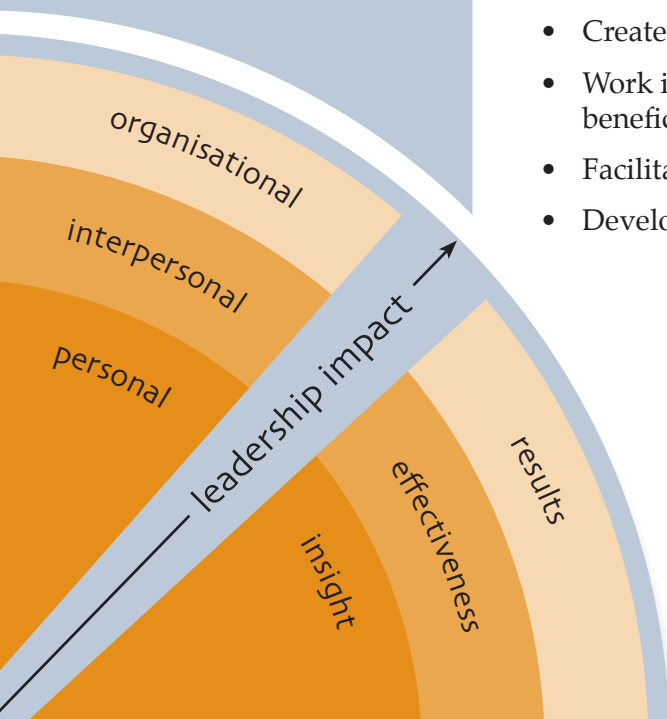
*You will be better able to:*

- Build rapport rapidly - approach buyers with greater confidence and comfort
- Create immediate impact on sales *and* sell more over the long term
- Work in a way that is based on trust and honesty by creating mutually beneficial relationships
- Facilitate improved relationships within teams
- Develop deep business relationships that last

At businessfruit we are passionate about helping you deliver results. We provide powerful, practical and globally-proven workshops on a local, regional or worldwide basis - workshops that help you drive lasting improvements in personal, team and organisational performance.

To find out more about this workshop and our other programmes:

1. email businessfruit at: [info@businessfruit.com](mailto:info@businessfruit.com)
2. phone Hywel Thomas at businessfruit on: +32.476.611.317
3. visit our web site at [www.businessfruit.com](http://www.businessfruit.com), and 'contact us'



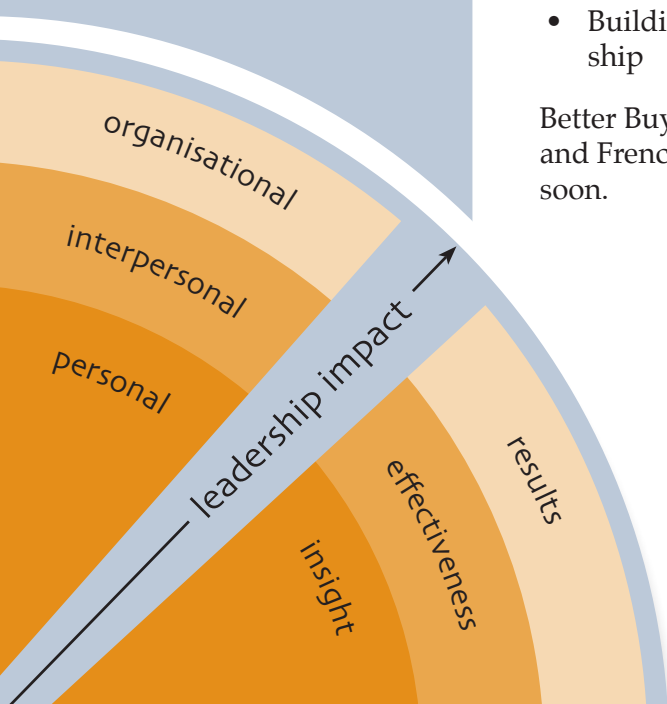
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## CORE PROGRAMME

- Identifying potential customers/clients on the basis of the target's preferred buying criteria - to ensure maximum benefit from limited sales time
- Qualifying the type and quality of existing buyer relationships and learning how to improve them
- Identifying different buyer types and the roles they play in the sales process - and how to influence them
- Understanding each participant's own natural behaviours using the Octagon™ behavioural assessment tool (or similar tool) - and how their behaviour impacts others in the sales process
- Using I We U to establish rapport and build trust during telephone or face-to-face conversations
- Adopting the SHAPE™ questioning approach to demonstrate broad interest in buyer's situation, establish real needs and envision desired futures - without inflicting unnecessary pain
- Using Spicy Questions and Focus-5 to make the conversation more interesting - and memorable - for both buyer and seller
- Using the Value Sheet tool to focus on buyer needs rather than the seller's products and/or services
- Agreeing next steps and gaining commitment through the use of CC Letters
- Avoiding the folly of long formal proposals that eat time and do not win work
- Gaining the advantage in formal presentation situations
- Building a personal action plan to improve a specific current relationship

Better Buyer Relationships™ Workbooks are available in English, Chinese and French. German and Spanish language workbooks will be available soon.



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