Dr. Tony Alessandra

Collaborative Selling

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Stairs of Customer Loyalty

Apostle
(Selling for you in their company/industry)

Repeat Customer
(Exceed Expectations)

Initial Sale
(Match POS solutions to Customer Needs to Sell Value)

Prospect (Non-User)
('A' Prospects; 80/20 rule)

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Creating More Apostles

"On a scale from 0 to 10, how likely are you to recommend POSitouch to a colleague?"

- Apostles – 9 or 10
- Passively Satisfied – 7 or 8
- Detractor – 6 or less

Fred Reichheld
The Ultimate Question

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Creating More Apostles

41Fxuhqw#Dsrvwohv

51Z kdw#gr#z lwk#wkhp

61Wxuqlqj#fxuhqw#fxvwrp huv#lqwr#Dsrvwohv#

- IG#wz lfh#dv#p dq|#Šwdujhwhgõ#fxvwrp huv#dv#&#ri#fxuhqw#dsrvwohv
- Ryhu#qh{w#45#p rqwkv/#gr#&5#dfwlylwlhv#z lwk#wdujhwhg#fxvwrp huv
- Frqyhuw#dw#bndvw#83 (#lqwr#dgyrfdwhv#z lwklq#45#p rqwkv

4

Customer Needs Analysis

ŠSuhvfulswlrq#ehiruh#gldjqrvlv/#

lv#p dosudfwlfhõ

Z kdw#gr#wkh|#Ydoxh#yhuvxv#Z dqwB

+Xqfryhu#Sureohp v#) #Rssruwxqlwlhv,

5

Needs Analysis Questions

- Fxuhqw#yhuvxv#ghvluhg#vlwxdwlrq#Ùqhhg#jds
- Uhohydqw#sdvw#h{shulhqfhv
- Ghflvlrq0p dnhuv) Ghflvlrq#surfhvv
- Frp shwlwlyh#h{srvxuh
- Vxffhvv#fulwhuld2#U1R11#h{shfwdwlrqv#

6

Exploring Questions

- Whoop h#d#dwoh#elw#derxw#|rxu#uhvwdxudqwB
- Krz #duh#wkh#fkdqjhv2wuhqgv#lq#wkh#uhvwdxudqw#lqgxvwu|#diihfwlqj#|rxu#fxuuhqw#) #ixwxuh#exvlqhvvB
- Z kdw#duh#wkh#wrs#6#uhvwdxudqwhxu#frqfhuqv#|rxÚh#idflqj#wrgd|B
- Z kdw#rssruwxqlwlhv#iurp #xv#ru#rxu#frp shwlwruv#gr#|rx#vhh#dv#ehlqj#p lvvhg#ru#ryhuorrnhgB
- Li#|rx#z huh#d#vdohv#uhs#iru#SRVlwrxfk/#z kdw#z rxog#|rx#riihu#|rxufxvwrp huv#wr#lqfuhdvh#ydoxh#dqg#gliihuhqwldwh#|rxuvhoi#iurp #|rxu#frp shwlwruvB

7

Summarize & Prioritize Needs

- Wklv#lv#wkh#eulgjh ehwz hhq#qhhgv#dqdo|vlv#) #suhvhqwdwlrq#vwdjhv
- Foduli|#) #sulruwl}h#fxvwrp hu#sureohp v/#qhhgv/#rssruwxqlwlhv#ehiruh#SRV#vroxwlrq#surfhvv
- Rssruwxqlw|#iru#fxvwrp hu#ihhgedfn/#djuhhp hqw#txhvwlrqv#ru#uh0sulruwl}lqj

8

Differentiated, Better Products & Experiences
(especially personal relationships & client service)
ALWAYS command a premium price!

What is the POSitouch Competitive Advantage?

Hvwdedvklqj#d#FRPSHWLWLYH#DGYDQWDJH#lv#
irxqghg#rq#dq#xqghuvwdqglqj#ri#fxvwrp hu#qhhgv#
dqg#wkh#deldw|#ri#frp shwlwruv#wr#p hhw#wkrvh#qhhgv#Ù
lw#dovr#dorz v#SRVlwrxfk#wr#vhoy#dxh#ryhu#sulfh

- Xqltxhqhvvhv#
- Dgydqwdjhv
- Glvdgydqwdjhv

10

Differentiating…

	POSitouch Advantages compared to competitor…	POSitouch Disadvantages compared to competitor…
Toast POS		
Micros		
Aloha		
Competitor 4		

Effective Feedback Questions

- Krz#gr#|rx#vhh#rxu#SRV#vroxwlrq#lwwlqj#|rxu#qhhgvB
- Zkdw#rwkhu#dgydqwdjhv#gr#|rx#vhhB
- Krz#forvhq|#grhv#wklv#SRV#vroxwlrq#lw#|rxu#exgjhwB
- Krz#zlo#|rx#ghwhup lqh#wkh#vxffhvv#ri#rxu#SRV#vroxwlrqB
- Krz#zhoo#grhv#rxu#SRV#vroxwlrq#dggu hvv#wkh#qhhgv#dqg#jrdov#|rx#h{suhvvhg#hdudhuB
- Zkdw#SRV#qhhgv#gr#|rx#vhh#wkdw#p ljkw#kdyh#p lvvhgB

12

Frpp rq#Remfwlrqv

Zulwh#kh#p rvw#frpp rq#remfwlrqv#rx#khdu1#
Wkhq/#zulwh#kh#ehvw#hvsrqvh#r#ghdd#zlwk#kdw#remfwlrq1#

41#Remfwlrq=#
\rxu#hvsrqvh=bbbbbbbbbbbbbbbbbbbbbbbbbbbbbbbbbbbbbb

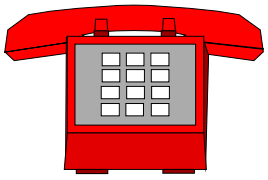
51#Remfwlrq=#
\rxu#hvsrqvh=bbbbbbbbbbbbbbbbbbbbbbbbbbbbbbbbbbbbbb

61#Remfwlrq=#
\rxu#hvsrqvh=bbbbbbbbbbbbbbbbbbbbbbbbbbbbbbbbbbbbbb

13

Exceeding Expectations

Identify, Manage & Monitor



Moments of Magic vs. Moments of Misery

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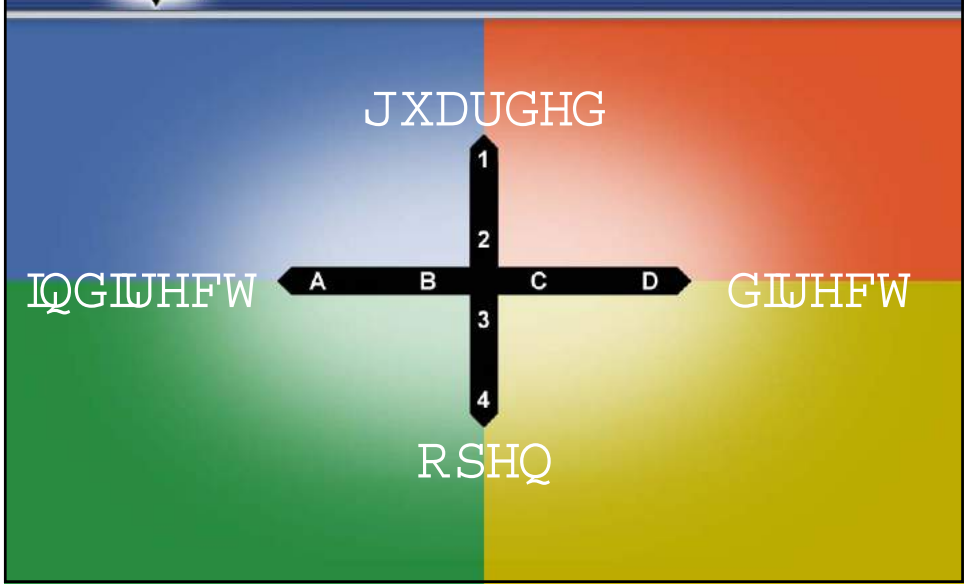
Managing the Relationship

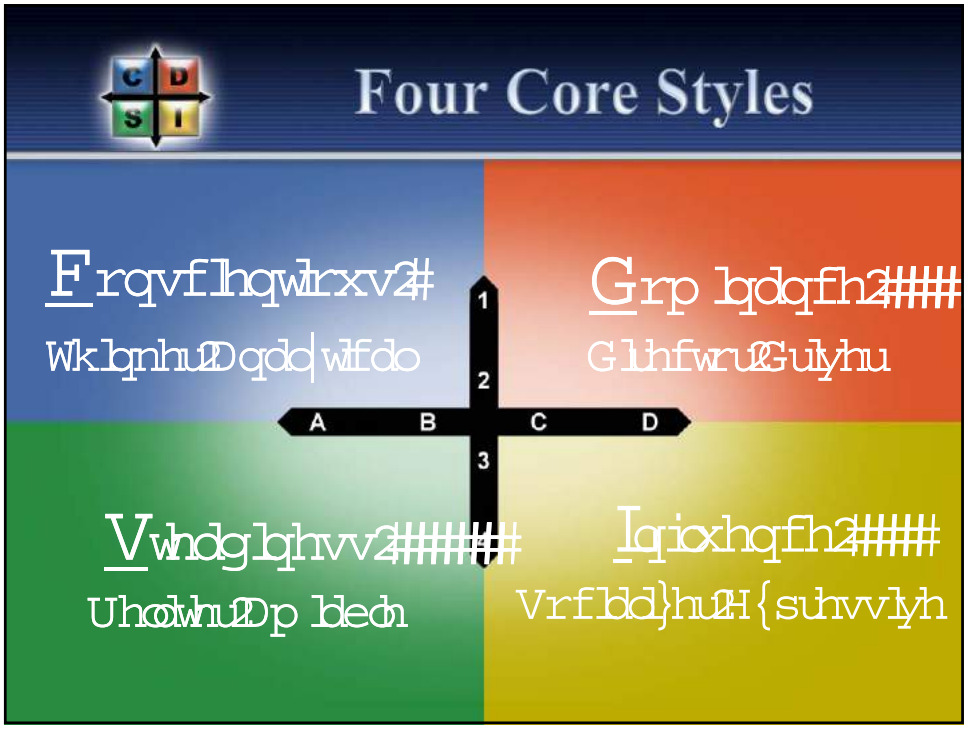
Shrsohgr#exvlqhvvý

zlk#shrsohwkh|#dnh#dqg#wxvw

15

Behavioral Style Grid





D's

- Z kdw#Gr#Wkh|#Gr#Ehvw B
  - Wdnh#fkdujh/#frp shwwlyh/#jhw#wklqjv#grqh#
  - HQVXUIQJ#erwwrp 0dqh#uhvxow
- Z kdwÚ#Kdug#iru#Wkhp B
  - Uhshwwlyhqhvv#0grlqj#vdp h#wdvnv#ryhu2#ryhu#
  - Ehlqj#glsorp dwlf#0fdq#frp h#rq#vwurqj

18

I's

Z kdwGr#Wkh|#Gr#EhvwB

- Wklqn#idvwrq#wkhlu#ihhw#0fuhdwlyh/#lp sxovlyh#
- SURPRWIQJ#lghdv/#rssruwxqlwhv#ru#shrsoh

Z kdwÚ#Kdug#iru#Wkhp B

Irup dq#uhsruw2#nhhslqj#ghwdlong#uhfrugv#

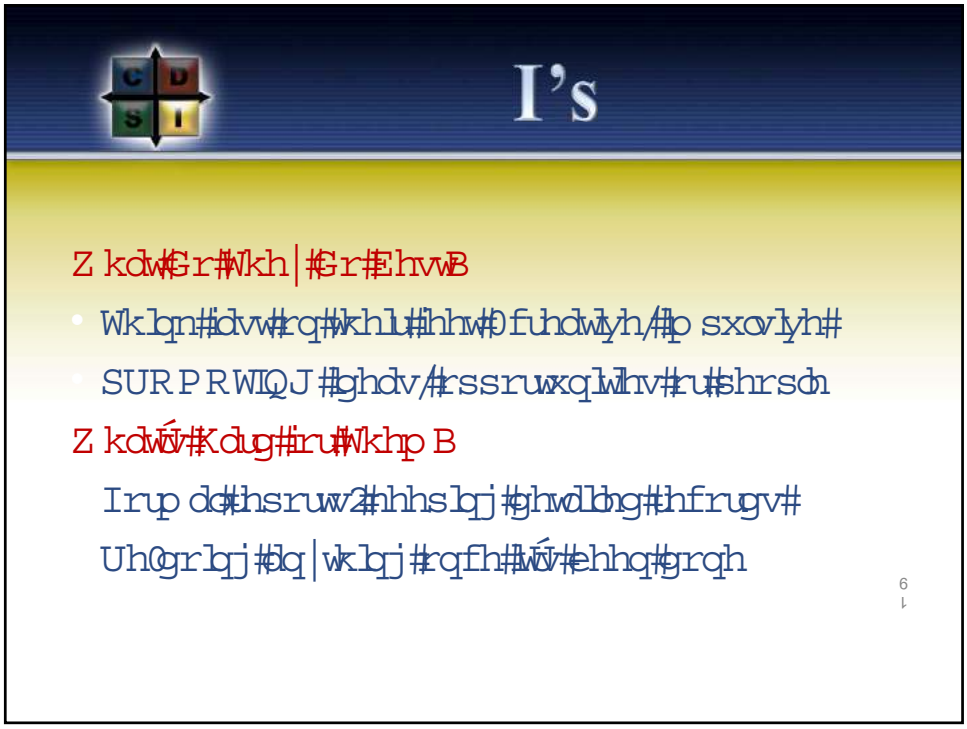
Uh0grlqj#dq|wklqj#rqfh#wÚ#ehhq#grqh

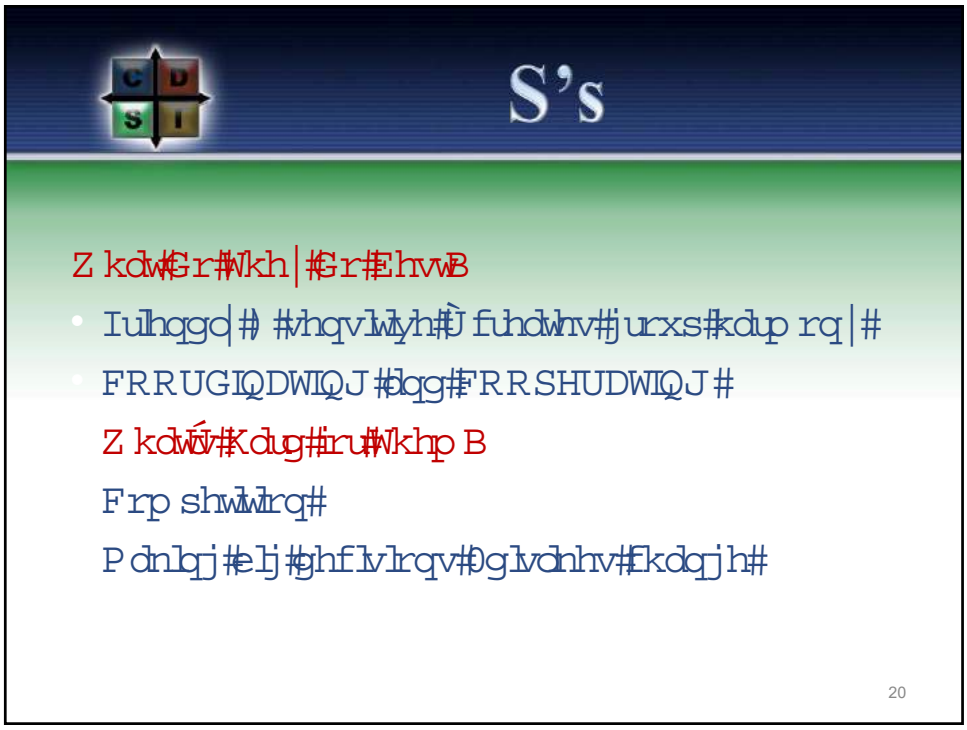
6
1

S's

Z kdwGr#Wkh|#Gr#EhvwB

- Iulhqgo|#) #vhqvlwlyh#Ù fuhdwhv#jurxs#kdup rq|#
- FRRUGLQDWLQJ#dqg#FRRSHUDWLQJ#





Z kdwÚ#Kdug#iru#Wkhp B

Frp shwlwlrq#

Pdnlqj#elj#ghflvlrqv#0glvdnhv#fkdqjh#

20

C's

Z kdw#Gr#Wkh|#Gr#Ehvw B

- Txlfn#wr#wklqn#exw#vorz#wr#vshdn
- RUJDQL]IQJ#)#SODQQIQJ>#hyhq#vsrqwdqhlw|

Z kdwÓ#Kdug#iru#Wkhp B

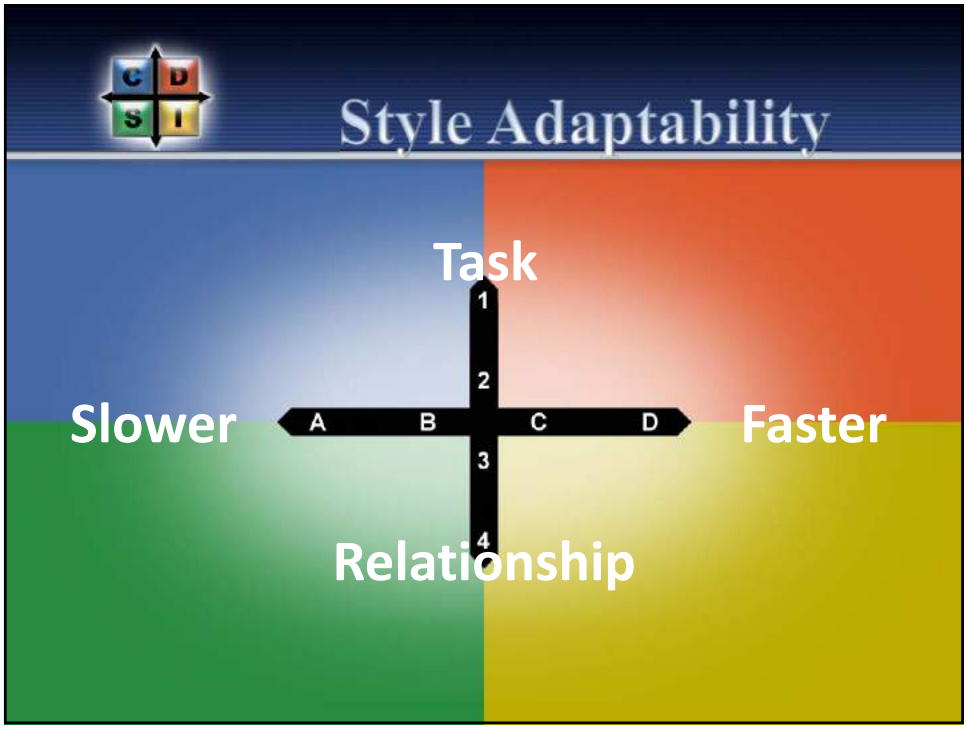
Xqsuhglfwdeldw|#)#glvrujdql}dwlrq#

Z runlqj#zlwk#rwkhuv#0suhihuv#wr#zrun#dorqh#

21

I#Z LVK#I#NQHZ#DERXW#VW\OHVý#

22



D Customers

- Grq Ú#wu|#wr#exlg#d#iuhqgvkls>#do#exvlqhvv#
- Eh#suhsduhg>#gr#|rxu#krp hz run
- Grq Ú#ryhuz khop #wkhp #z lwk#gdwd#
- Eh#frqilghqw>#qrw#lqwlp lgdwhg#
- J lyh#rswlrqv#z lwk#frvw2ehqhilw#vxp p du|
- Ohw#wkhp #z lq#ru#dwdndvw#ihhdnh#wkh|#z rq,#
- Uhvsrqg#txlfnc|#wr#wkhlu#sureohp v

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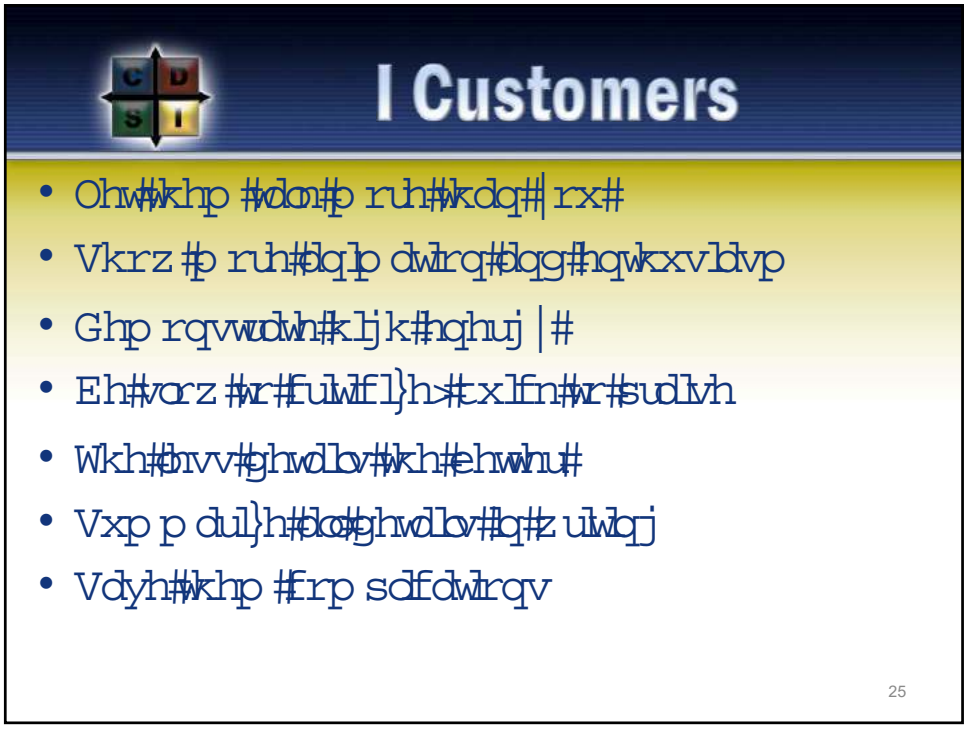
I Customers

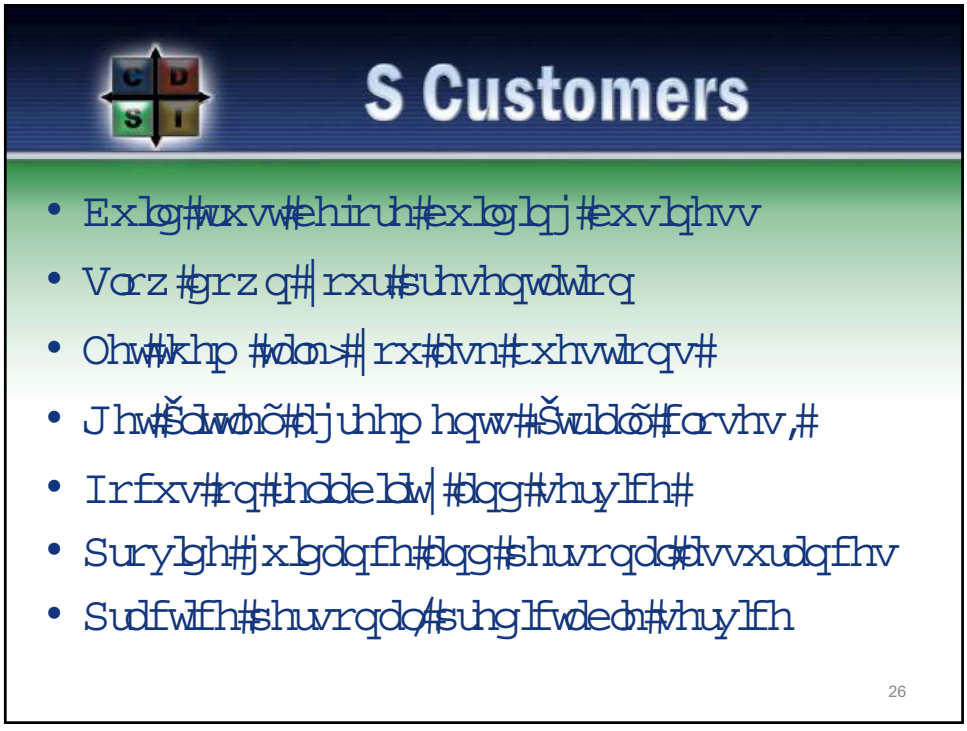
- Ohw#wkhp #wdon#p ruh#wkdq#|rx#
- Vkrz #p ruh#dqlp dwlrq#dqg#hqwkxvldvp
- Ghp rqvwudwh#kljk#hqhuj|#
- Eh#vorz #wr#fulwlfl}h>#txlfn#wr#sudlvh
- Wkh#dnvv#ghwdlov#wkh#ehwwhu#
- Vxp p dul}h#dod#ghwdlov#lq#zulwlqj
- Vdyh#wkhp #frp sdfdwlrqv

25

S Customers

- Exlog#wuxvw#ehiruh#exloglqj#exvlqhvv
- Vorz #grz q#|rxu#suhvhqwdwlrq
- Ohw#wkhp #wdon>#|rx#dvn#txhvwlrqv#
- Jhw#Šdwwhõ#djuhhp hqwv#Šwuldõ#forvhv,#
- Irfxv#rq#uhdelow|#dqg#vhuylfh#
- Surylgh#jxlgdqfh#dqg#shuvrqdo#dvvxudqfhv
- Sudfwlfh#shuvrqdo/#suhglfwdeoh#vhuylfh





26

C Customers

- Dyrlg#wrr#p xfk#vrfldo#wdon>#eh#sdwlhqw#) #vorz
- Dqvz hu#wkhlu#cxhvwlrqv#z lwk#idfw#
- Surylgh#orjlfdo#rswlrqv#z lwk#hylghqfh#dqg#
  h{dp lqh#srvlwlyhv#dqg#qhjdwlyhv#z lwk#wkhp #
- J lyh#wkhp #wlp h#dqg#vsdfh wr#wklqn#
- GrqÚ#ihdu#wkhlu#vnhswlfdo#qdwxuh#
- Iroorz #d#wlp hwdeoh#iru#p hdvxulqj#uhvxow
- Ghdyhu#rq#surp lvhv

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Managing the Relationship

Lqfuhdvh#wkh#Txdqwlw| ri#Frp p xqlfdwlrq

H{whuqdo#Nhhs0lq0Wrxfk#Vwhsv=

˘P dnh#lw#SUR dfwlyh#udwkhu#wkdq#xvw#hdfwlyh#

˘Grfxp hqw#fxvwrp hu#) #frp shwlwlyh#lqir#lqwr#wkh#SRVlwrxfk#Ohdg#

P dqdjhp hqw#V|vwhp #

˘IG#ŠDw#Ulvnõ#fxvwrp huv>#wdnh#lp p hgldwh#dfwlrq

˘Vfkhgxoh#txduwhuo|#ru#dqqxdo#fxvwrp hu#hylhz v

Lp suryh#wkh#Txddw| ri#Frp p xqlfdwlrq

(Speak *their* language, *The Platinum Rule*)

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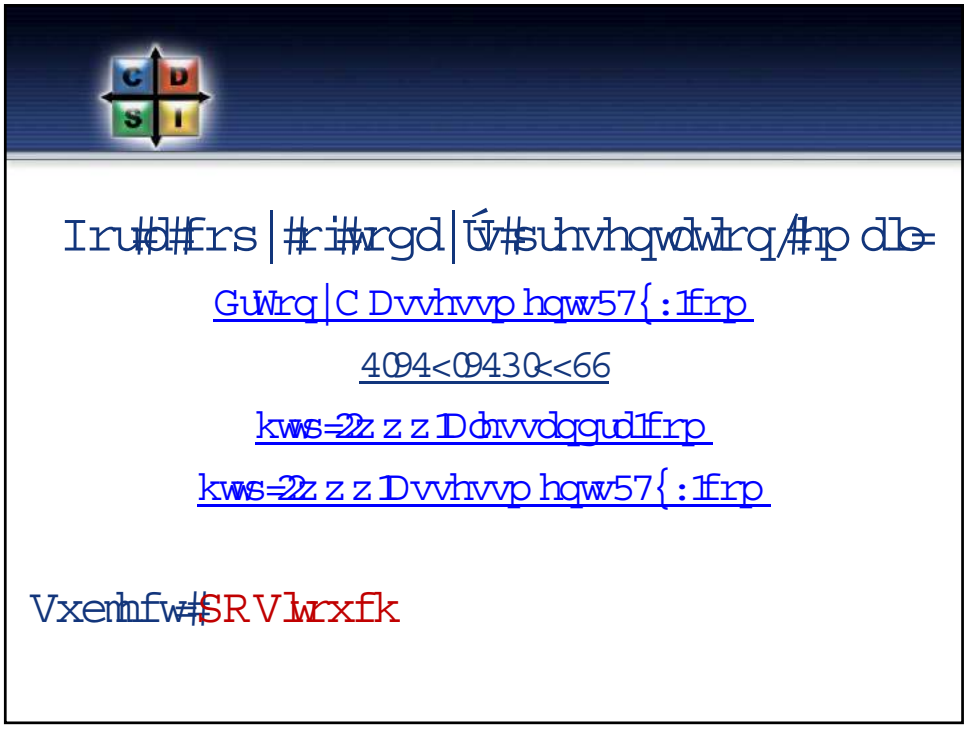
Iru#d#frs|#ri#wrgd|Ú#suhvhqwdwrq/#hp dl=
GuWrq|C Dvvhvvp hqw57{:1frp
4094<09430<<66
kws=2z z z1Ddvvdqgud1frp
kws=2z z z1Dvvhvvp hqw57{:1frp
Vxemhfw#SRVlwrxfk