

The webinar will start promptly at 11AM ET



TrustedAdvisor
[ASSOCIATES LLC]

FREE WEBINAR

Expanding Business with Existing Clients

Hosted by: Noelle Mykolenko

September 14 | 11AM EDT

- ✓ Three ways to expand your business
- ✓ Four tips to make it easier
- ✓ One core mindset to stay on course

Links to the recording, presentation and resources will be provided after the webinar

Welcome

- This webinar is being recorded
- You will receive links to recording, presentation and resources
- Presentation is 30 minutes, plus 15 minutes for Q&A
- Submit questions anytime via chat
- Turn your camera on if you're game!
- We'll use polling, chat and annotation features throughout

Enjoy!

trustedadvisor.com/webinars



Trusted Advisor Associates

• www.trustedadvisor.com

- 20 years helping business professionals build stronger trust relationships
- Workshops, online learning, custom programs, coaching

CEO Trusted Advisor Associates

**20 years consulting, business development:
Booz Allen, Computer Sciences Corporation**

MBA Darden (UVA), BS, BA St. Louis University



About Noelle

Selling to existing customers is highly profitable

- Retaining customers is **6- to 7-times less costly** than acquiring new ones
- Repeat customers, on average, **spend 67% more** than first-time customers



What percentage of your new business comes from existing clients?

Poll



1

<10%

2

10%-20%

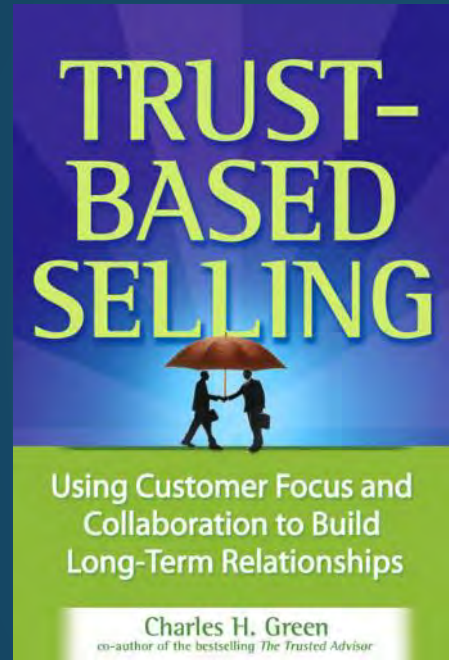
3

20%-50%

4

>50%

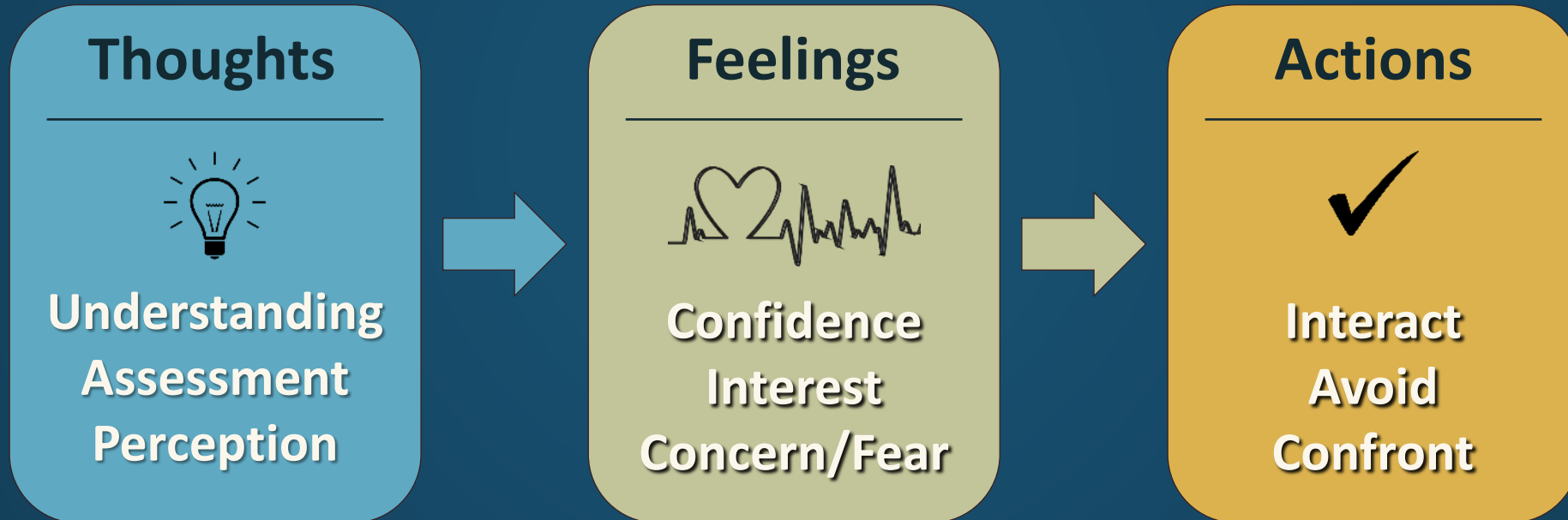
Trust takes the “sell” out of selling



“The objective of trust-based selling is to help the buyer do the right thing—for the buyer. Period.”

It starts with your mindset

The collection of thoughts and beliefs that determines how we respond to information and events.



Selling to existing clients can be intimidating

Thoughts



“Selling is ...”

What makes it hard for you
to sell to existing clients?



Chat to Everyone

Selling to existing clients can be intimidating

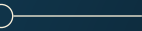


A Trust-based Selling mindset is client-focused

The goal of traditional selling The goal of **trust-based selling**



Get the sale **Help the client**



When we're *helping*, offering more makes sense

First:
Deepen the
relationship.

Move *upstream*
within the
organization

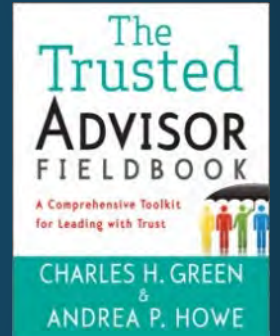
- Who else needs help?
- Consider the value to your client.

Cross-sell *within*
the organization

- What else do they need?
- Lead with your relationship.

Seek referrals
outside the
organization

- How can your client help you?
- Asking a big favor builds trust.

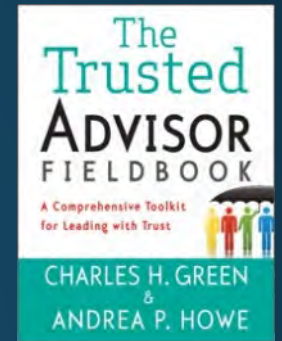


Chapter 17

Assess existing relationships to expand

For *each* client organization:

1. How can you deepen your existing relationship?
2. Who else needs help in the organization?
3. What else does the organization need?
4. How can your client help you?



**Worksheet on
pp. 135-136**

Chapter 17: Developing New Business with Existing Clients

The best way to expand your business is to start with your existing relationships. In Chapter 17, Developing New Business with Existing Clients, we offer ways for you to nurture those relationships to make new business a natural progression of the relationship. We explore how you can tell upstream, effectively cross sell, and request referrals.

Worksheet: Develop New Business Naturally

Examine an existing client relationship to identify opportunities to expand the relationship. For relationships that have an assigned ID, this is an excellent team exercise.

Organization/Client Name: _____

What opportunities are there to move upstream in the organization?

What opportunities are there to cross-sell within the organization?

What opportunities are there to seek referrals outside the organization?

By your assessment, to what extent is your existing client inclined to help you? In what ways?

What, if anything, is missing in your current relationship?

The Trusted Advisor Fieldbook Worksheet Series

41

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In what ways might you deepen the relationship before you attempt to expand the work you are doing?

What insight has this reflection provided about a conversation you might have with your client?

What actions will you take as a result? Be specific.

What	By When	With Whom	Support I Will Ask For

The Trusted Advisor Fieldbook Worksheet Series

42

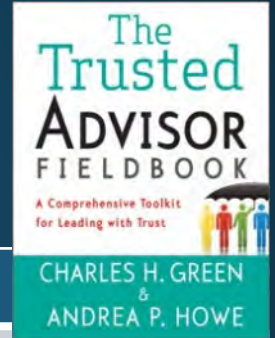
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With trust, expanding business is natural



The skills you need are at your fingertips!

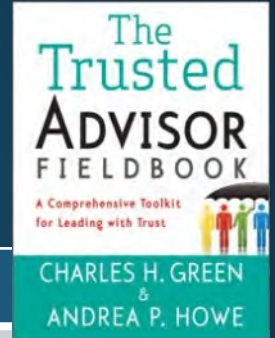
The skills you need are at your fingertips ...



Skill	What it does	Where it is
Listen Masterfully	Listening is a gift – a way to let them know you appreciate them. Better listening allows you to meet more of your client’s needs – better and faster – and helps them be open to hear you. If you don’t listen to them, why should they listen to you?	Chapter 6



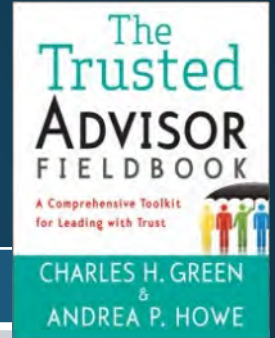
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Use Caveats (Name It and Claim It)	A socially acceptable way to raise a difficult topic. Caveats bring your fears to light, which releases their hold on you, and signals you are aware the topic might be difficult for you both.	Chapter 9



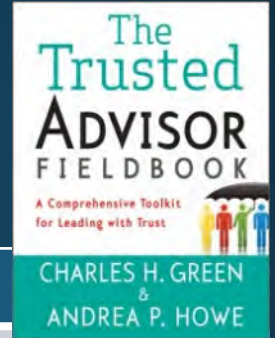
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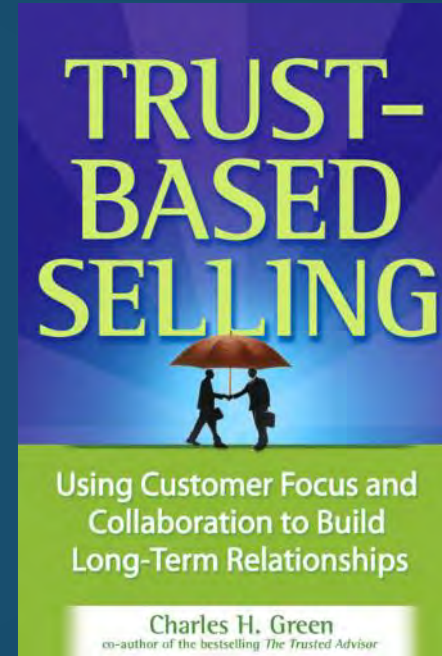
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Ask Permission	Early on, confirm what you agreed to, and ask if you can share additional opportunities you might identify. When you see an opportunity, remind them of the earlier conversation.	Bonus!

The paradox of Trust-based Selling

If you detach from “the win” as your objective ...
... *you will* get more sales





What's your BIGGEST Takeaway?



Chat to Everyone

Was this webinar helpful?



Questions?



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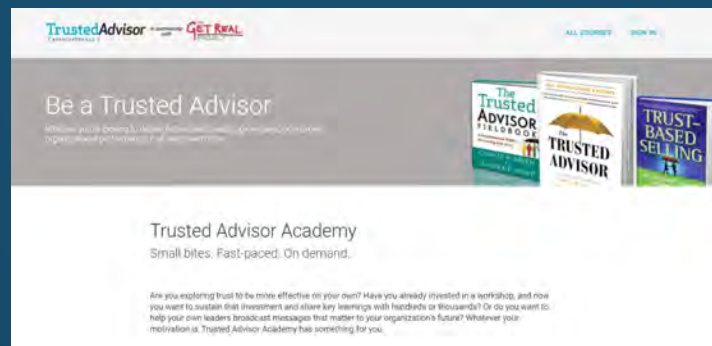
FREE WEBINAR

Does this make my “S” look big?
Self-promotion without
self-orientation

Hosted by: Cate Gregory

October 12 | 11AM EDT

- ✓ 1 core mindset shift for positive self-promotion
- ✓ 7 tips for tooting your own horn
- ✓ Plus, a tried-and-true technique to create career-building conversations



Trusted Advisor Academy
www.education.TrustedAdvisor.com

Get trust tips and join the
conversation on social media



Assess your trustworthiness
www.TrustSuite.TrustedAdvisor.com

How Trustworthy Are *You*?
Take Our Quiz and Gain Powerful Insight.

- Gain the benefits of learning how to build trust in relationships
- Learn to leverage your strengths and improve your opportunities
- Benefit from valuable tools to build trust and build business

Thanks for joining!

You'll receive links to the webinar recording, presentation and resources via email



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