

Relationship Selling and Persuasion Skills for Home Care Leaders

Session III: Developing Client Rapport & Building Customer Relationships

**with Stephen C. Tweed, CSP
Chairman & CEO
Leading Home Care... a Tweed Jeffries company
March 4, 2004**

All of the change taking place in home care today is creating incredible opportunities for you to grow your business and position your company for the future. One of the best ways to grow your business is through the focused application of strategic selling and marketing skills.

This high-content teleseminar is designed to provide you and your sales team with what you need to know to develop positive rapport with clients and build long term relationships with your customers. It will help you identify and develop certain skills that are critical to your success, and it will show you ways to build better relationships with your key internal and external customers.

Objectives: As a result of this teleseminar, you will be able to:

1. Develop rapport with your clients
2. Determine your clients needs, wants, and expectations
3. Define the buying motives and buying style of your customers and referral sources.

The Seven Step Relationship Selling Process *“Sitting on the sofa with the customer”*

1. Prospecting
2. Making the Approach
3. Developing Rapport
4. Fact Finding
5. Presenting Your Offering
6. Closing the Sale
7. Service After the Sale



Step 3. Developing Rapport

Rapport is ... *“A harmonious relationship between two persons based on comfort, trust and confidence. It is a quality of harmony and mutual respect that exists when they are at ease with one another and communicating openly.”*

One research study suggests that 90% of the sales process is based on having a good rapport with the prospect.

Four Stages of Developing Rapport

1. Introduction and getting acquainted
2. Finding common interests
3. Using common language
4. Demonstrating common behavior

Four Skills in Developing Rapport

1. Being friendly
2. Building trust
3. Being supportive
4. Projecting self confidence

Step 4. Fact Finding

- The process of determining your prospect's needs and wants
- The process of defining your prospect's buying motives and buying style

Four Skills in Determining Needs and Wants

1. Questioning
2. Probing
3. Listening
4. Demonstrating Understanding

Three Types of Questions

1. Yes/No
2. One-Word or Factual
3. Information or Open Ended

Four Uses of Questions

1. Fact Finding
2. Feeling Finding
3. Testing Understanding
4. Testing Assumptions

Determining Your Prospect's Buying Motives

Tweed's Needs and Wants

Functional

Emotional

**Determining Your Prospect's Buying Style
The Four Behavioral Styles of Customers**

D:

- ✓
- ✓
- ✓
- ✓
- ✓

I:

- ✓
- ✓
- ✓
- ✓
- ✓

S:

- ✓
- ✓
- ✓
- ✓
- ✓

C:

- ✓
- ✓
- ✓
- ✓
- ✓

You will be more effective selling to a _____ when you:

D:

I:

S:

C:

The Leadership Academy Teleseminar Series

This teleseminar series is based on the live two-day Leading Home Care Leadership Academy. This series runs for eight months starting in November, focusing on the core competencies that make a highly effective home care leader. Based on five years of research in this industry, your presenters, Stephen Tweed and Elizabeth Jeffries, will lead you through 12 hours of unmatched industry specific leadership development for your middle managers and first line supervisors.

Schedule and Topics:

(All times 1:00-2:30 p.m. Eastern)

- November 20, 2003 - Seeing the Bigger Picture (Audio CD Available)
- December 18, 2003 - Forces & Trends Shaping the Future of Home Care (Audio CD Available)
- January 22, 2004 - Strategic and Operational Planning (Audio CD Available)
- February 19, 2004 - Setting Priorities & Managing Time (Audio CD Available)
- March 18, 2004 - Problem Solving & Decision Making
- April 15, 2004 - Finding and Keeping Great People
- May 20, 2004 - Inspiring Others to Follow YOU
- June 17, 2004 - Managing Team Performance

The Relationship Selling and Persuasion Skills Series

Nothing happens until someone sells something. That's just as true in home care as any other business. Yet many home care professionals are uncomfortable with the idea of "selling." The word conjures up images of a used car lot and a guy in a plaid sport jacket.

But every home care executive is a sales person. Whether you are selling home care services, or selling your ideas to your team members, selling and persuasion skills are critical for your success. In this highly interactive learning system, you will experience a proven process for persuading others to take action. Whether it's persuading a discharge planner to refer patients to your agency, persuading a physician to return signed orders on time, or persuading a bank trust officer to send you Private Duty customers, you'll find these skills invaluable to your success.

Schedule and Topics:

(All times 1:00-2:30 p.m. Eastern)

- January 8, 2004 - The Seven Step Relationship Selling Process (Audio CD Available)
- February 5, 2004 - Special Skills for Communicating with Physicians -
featuring Dr. M. Tray Dunaway (Audio CD Available)
- March 4, 2004 - Developing Client Rapport & Building Customer Relationships
- April 1, 2004 (No Fooling!) - Mastering Persuasion and Closing the Sale

About your Leading Home Care Teleseminar Team

Stephen C. Tweed, CSP



For the past 20 years, Stephen Tweed has worked with home care companies around the country that want to grow their businesses, and with home care leaders who want to multiply performance. He is currently Chairman and CEO of *Leading Home Care ... a Tweed Jeffries company*, the center for home care strategy and leadership.

Stephen has served on the Boards of Directors of three different home care companies, and as the Interim President and CEO of a \$25 million home care company with 400 employees. He has presented over 500 keynote presentations and learning seminars for home care association conferences and corporate meetings. He has written three books and dozens of articles on strategy and leadership, and he is the father of a 32 year old son who lives in a wheelchair and uses the services of home care on a daily basis. Stephen also is serving as the Immediate Past-President of the 3800 member National Speakers Association.

Daniel J. Cassin: Teleseminar Producer & Moderator



Dan Cassin brings us more than 20 years of experience in sales and customer service in financial services, residential construction, and home care. Dan works with *Leading Home Care ... a Tweed Jeffries company*, and our sister company *Lighthouse Learning Systems ... a Tweed Jeffries company*, as a learning program facilitator. Dan presents educational programs on sales and customer service for home care companies, and is the director for a major project to create a customer service culture in the hospitality industry in Greater Louisville.