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Helping companies increase their sales effectiveness:

- Sales Strategies
- Sales Content
- Sales Skills
- Coaching
- Building the Sales Team
- Service Team Effectiveness

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'An Outsider's Look at
Account Retention'

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Impact From Today

Worksheet

	Discussion Areas	My "Big Rocks" Notes	Actions to Consider
1	The Default Paradigm: "No News is Good News"		
2	Missing the Runway		
3	People Map Slippage		
4	No WHY / No Reason / No Renewal		
5	Not Leveraging the WHY		
6	Conversation Imbalance		
7	Handling Mistakes		
8	Triage and the Zero Sum Game		



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PROACTIVE CADENCE

What the most effective ways you practice a PROACTIVE CADENCE with your customers?

Residential

Commercial



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People Map Surprises

Take a moment and write out in bullets a surprise you have had on the 'People Map' which was disconcerting or even cost you a customer.

People Map Commercial Account ABC

	C-Suite	I/T	Security	Building Mgt.	Admin
SUPPORTER					
UNCERTAIN	Christine Chen CEO	Ravi Singh I/T Director Amit Satoor I/T Manager	Han Gunn Security Mgr.	Mark Thyme Building Mgr.	Bertha Budget Admin
BLOCKER	Martha Winewabbe COO				



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A. What are the top three WHYs?

(Reasons WHY our customers bought our service)

- 1.
- 2.
- 3.

B. If our customers were asked today, "Why did buy our service?", what percentage of our customers would give an immediate, top-of-mind, clear, accurate and appropriate answer?



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Turn to the person sitting next to you, and using a piece of paper 'role play' and draw out the WHY Map.





List in two minutes:

When your team interacts with customers, from day one of signing a contract through their life cycle with you, what are the top ten topics of conversation?

	TOPICS	Part 2
1		
2		
3		
4		
5		
6		
7		
8		
9		
10		



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