

It's the Relationship!

Going beyond your service, price and product mix is vital to gaining key relationships and developing top producing accounts advises Rob Salisbury corporate trainer, conference speaker and author.

Millions of people worldwide were watching television when former US President Bill Clinton spoke live at the Democratic National Convention in Denver Colorado, on August 27, 2008.

He was not the final speaker that evening, yet his ability to link his political background and that of his wife Hillary to all Democratic Party devotees, to those undecided and of the opposition, was a historic moment in voter relations.

Engaging Communication Skills

Mr. Clinton's interpersonal skills as a communicator were engaging. With a clear understanding of the looming US Presidential election, his speech helped align his audience to a new hope and to change by entrusting in Senator Barack Obama.

advantages are distinctly positioned apart from all others in their industry.

Mr. Clinton knew that obtaining a major victory with the Democratic Party of believers and end users was in reassuring that their trust and loyalty would be highly rewarded in an unprecedented manner of global proportion.

As the retired 42nd President of the United States of America, Mr. Clinton knew success with voters, irrespective of their economic support to his Democratic party, was in focusing their combined efforts into one political outcome.



Bill Clinton understood that the key factors in winning new business (votes) and in sealing his 'statesman status' was to speak with such conviction as to bridge all Bill and Hillary relationships and alliances into new votes and cash to secure Barack Obama's position as the only choice for president of the United States.

Common ground between a presidential campaign and key accounts?

Delivering Strategies

Today's top producing key account managers must develop and deliver their trademark strategies to insure their unique benefit and service

Building Key Relationships

There are major lessons to be learned from the simple things that a unique professional like Bill Clinton did in building key relationships that ensured over US \$1.4 billion of voter funded support to Democratic candidate Barack Obama.

Mr. Clinton's ability to forge trust and uniformity with countless new and veteran party voters guaranteed that

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Barack Obama, on November 4, 2008, would be the first black elected US President since the US Constitution was drafted in September 1787.

Relationships Count

The Managing Director of Lion Nathan, the giant Australian brewing company, was recently quoted as saying: "We have seen a dramatic shift from relationship selling to partnership and solution selling. Today, we have to be very knowledgeable in our industry; we must understand our clients' business and bring in our best organisational resources to help them."

Confirming relationships as the foundation of maintaining a competitive edge in their business, he further said: "To compete in service, price and in solving our clients' challenges, we will need to add value in every area of the relationship; in addition to our products and services doing their part."

First & Business Class Love Affair

Singapore Airlines, Emirates, Cathay Pacific, Qantas and British Airlines are well-known by first and business class travellers with prepaid bookings and reservations confirmed weeks ahead on international routes.

Airline customers with American Express, Visa or Master Card membership ensure their loyalty to airlines whenever there is an exceptional value component such as business or

first class seats offered at two for one to the highest level credit card holders.

First and business class clients know there is a full range of benefits with every flight. These highly-rated airlines make it easy for their key clients to fall in love with the airline from the moment of check-in to final destination arrival.

Airline customer managers and key client representatives are focused on success processes, attention to fine detail and in their passenger delivery promise.

Conclusive Results Win Over Key Accounts

Trust, built up over time, is often the result of listening for customer's true needs and then, where possible, exceeding their expectations at every opportunity.

When clients understand their needs are foremost, it is nearly a 100 percent certainty that clients will help you to meet your needs, objectives or goals.

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When clients know that they count foremost, it has been proven over and over again, as in the examples above, you won't have to ponder about business loyalty or respect because you will have earned it. 🍷

Rob Salisbury's focus is on helping organisations achieve significant improvements in their sales teams and marketing departments. His early career was defined by becoming a top producing key account manager with promotions to Sales Manager to Vice President to international roles with large teams. He has served on a number of boards and in director roles with Australian and Southeast Asian firms. His expertise is in developing people and teams to increase company revenue.

Rob understands what drives teams and how organisations can attain profitable business results through highly-focused efforts for a common outcome — something he communicates with ease through an engaging strategic and motivating style.

Combining his US University degrees, his accreditation as a Tom Hopkins Certified Sales Trainer since 1985 and extensive sales and management experience in Fortune 500 and Inc 1000 organisations, he delivers outstanding value.

A two term President of the National Speakers Association of Australia Chapter in Sydney, he is one of just 565 speakers worldwide to earn the coveted international accreditation of Certified Speaking Professional (CSP). He has co-authored numerous books and cd programs with dozens of articles and case studies featured in publications such as The Australian Financial Review, Professional Marketing, miceAsia, Singapore Straits Times, Sydney Business Review, Corporate Trends and Human Resource.

He has been involved with over 1800 engagements in the US, Southeast Asia, Europe, Australia and New Zealand for clients such as Hewlett Packard, DHL, Key Media, BDO Accountants, Commonwealth Bank, IBM, BOSCH, Parkway Health and Amcham.



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