

# Turning Customers into Advocates:

Get More Referrals, More Sales, & Longer Relationships

Marie Hale



2019 IMEC Conference on Enterprise Excellence  
Presented by ACHE



## Hi! I'm Marie

- 15 yrs of sales, training and coaching
- 2017 WTF & Midwest Women In Tech Leadership Award in Marketing and Media
- CEO of @revenue
- 5' of fury and sales power

### Find me

T: @revenuechicago

I: @atrevenue

FB@atrevenue

#EnterpriseExcellence2019

#ProfessionalDevelopment



2019 IMEC Conference on Enterprise Excellence, Presented by ACHE



## Where are we going?

- What is broken in the current sales system
- How to leverage natural connections and behaviors to increase engagement
- What the 'heart' of sales can be for your company or facility

2019 IMEC Conference on Enterprise Excellence, Presented by ACHE



## Platinum Rule

Treat people the way that THEY want to be treated.

Dr. Tony Alessandra's Platinum Rule®

2019 IMEC Conference on Enterprise Excellence, Presented by ACHE



# Let's talk about sales

2019 IMEC Conference on Enterprise Excellence, Presented by ACHE



## What's Your Sales Perception?

A Necessary Evil



A Masterful Sales Pro

2019 IMEC Conference on Enterprise Excellence, Presented by ACHE



## What's broken? The Seller Side

- Discovery
- Present
- Trial Close
- Overcome Objectives

2019 IMEC Conference on Enterprise Excellence, Presented by ACHE



## What's broken? The Seller Side



2019 IMEC Conference on Enterprise Excellence, Presented by ACHE



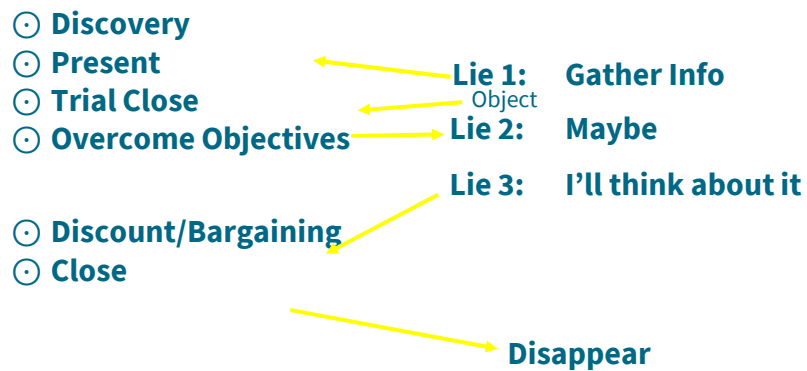
## What's broken? The Client Side

- Lie 1: Gather Info
- Lie 2: I'll think about it
- Lie 3: Maybe

2019 IMEC Conference on Enterprise Excellence, Presented by ACHE



## The Breakdown



2019 IMEC Conference on Enterprise Excellence, Presented by ACHE



## What's missing?



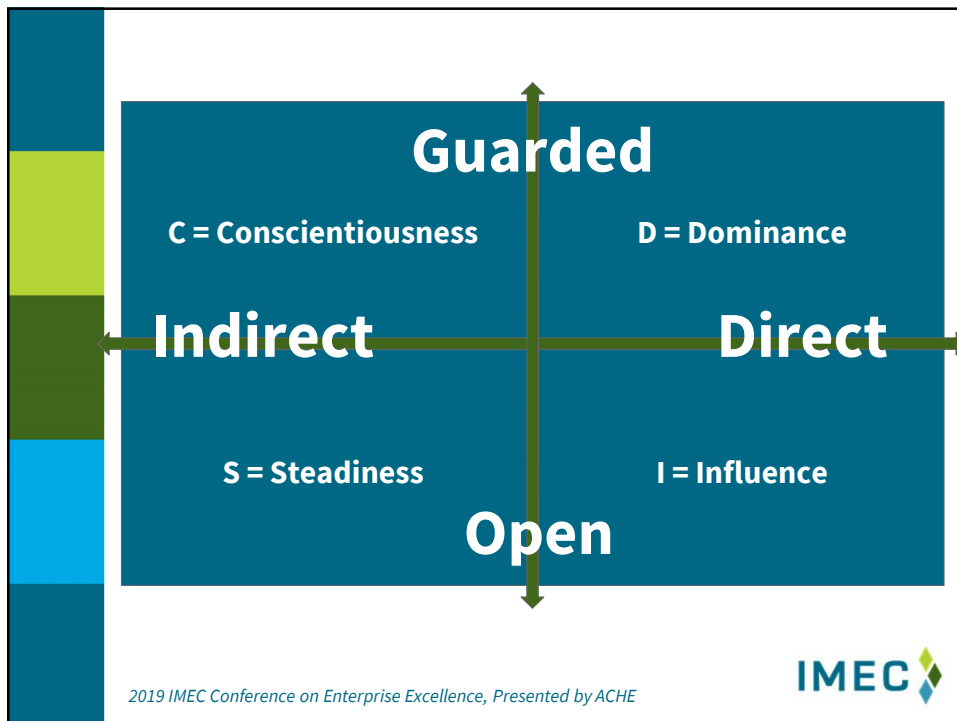
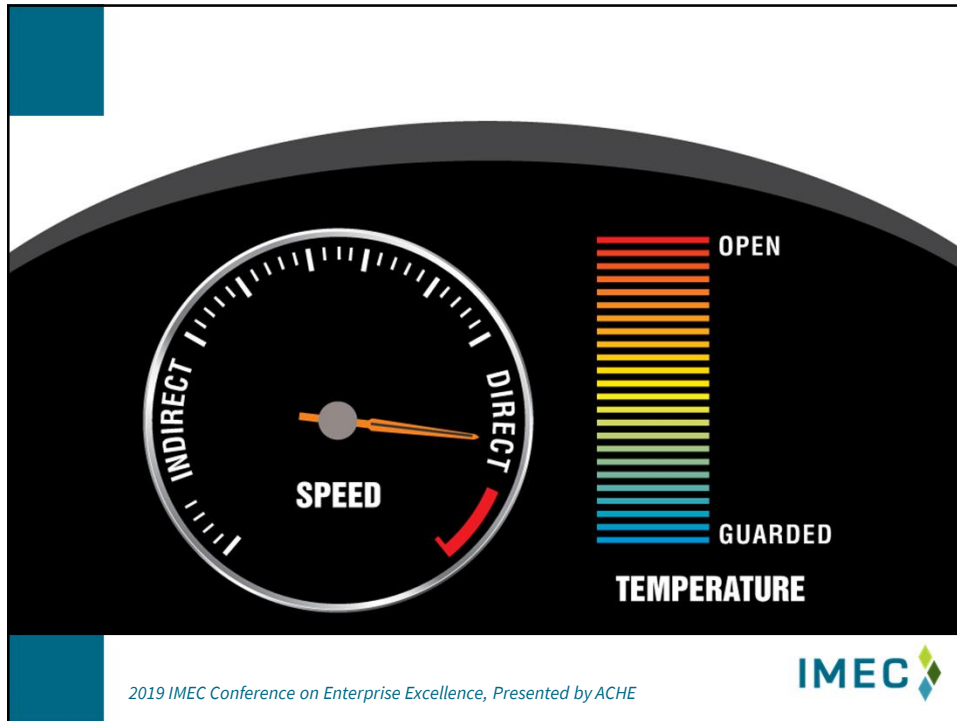
2019 IMEC Conference on Enterprise Excellence, Presented by ACHE

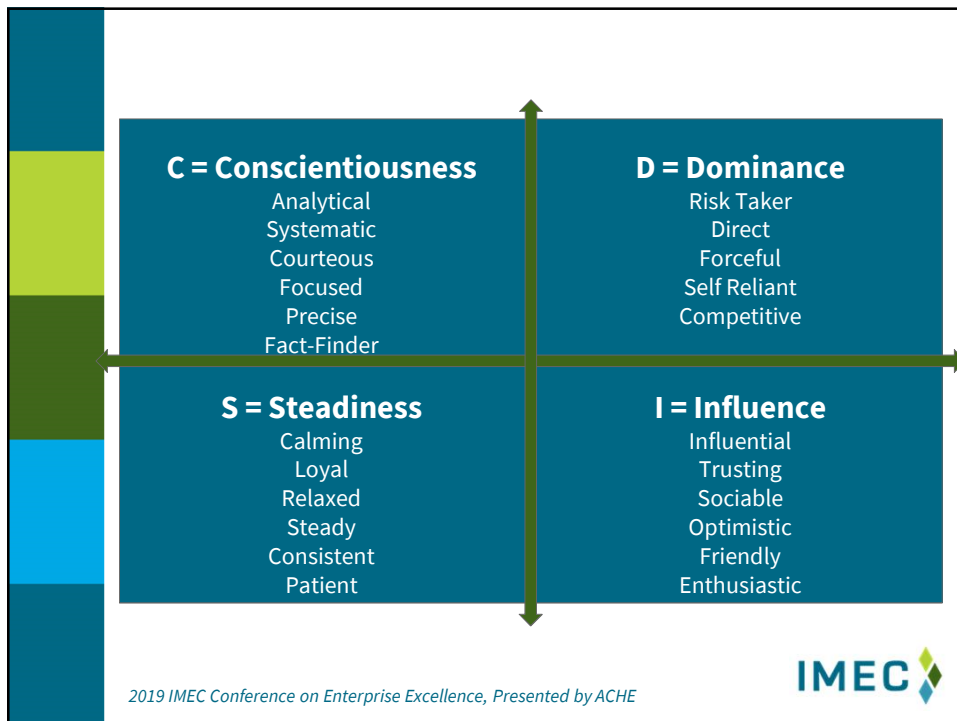
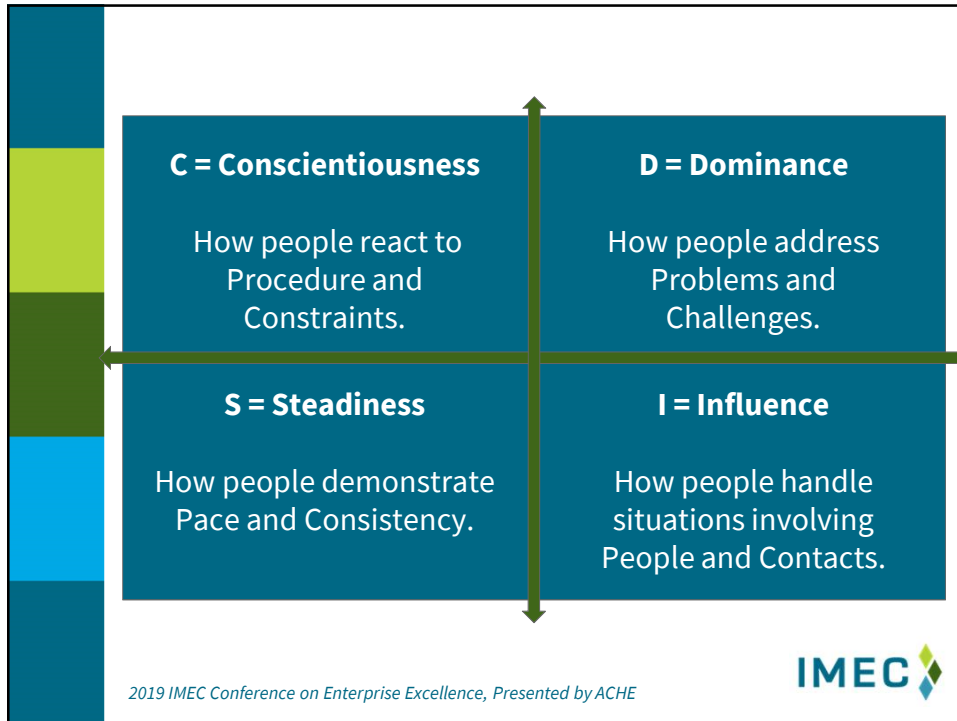


## The Psychological Foundations & DiSC

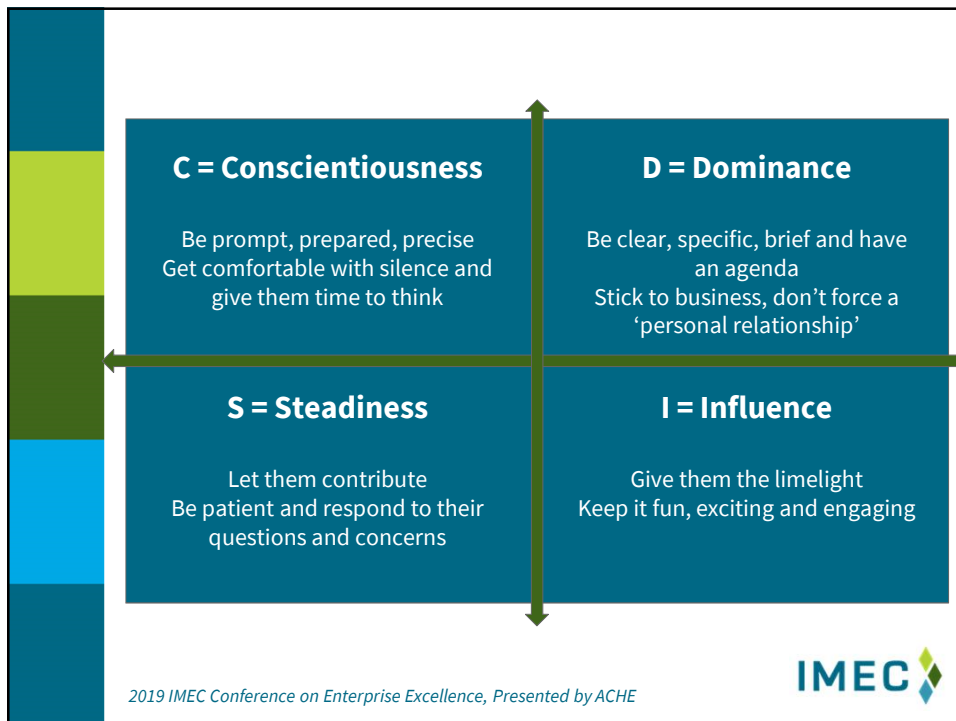
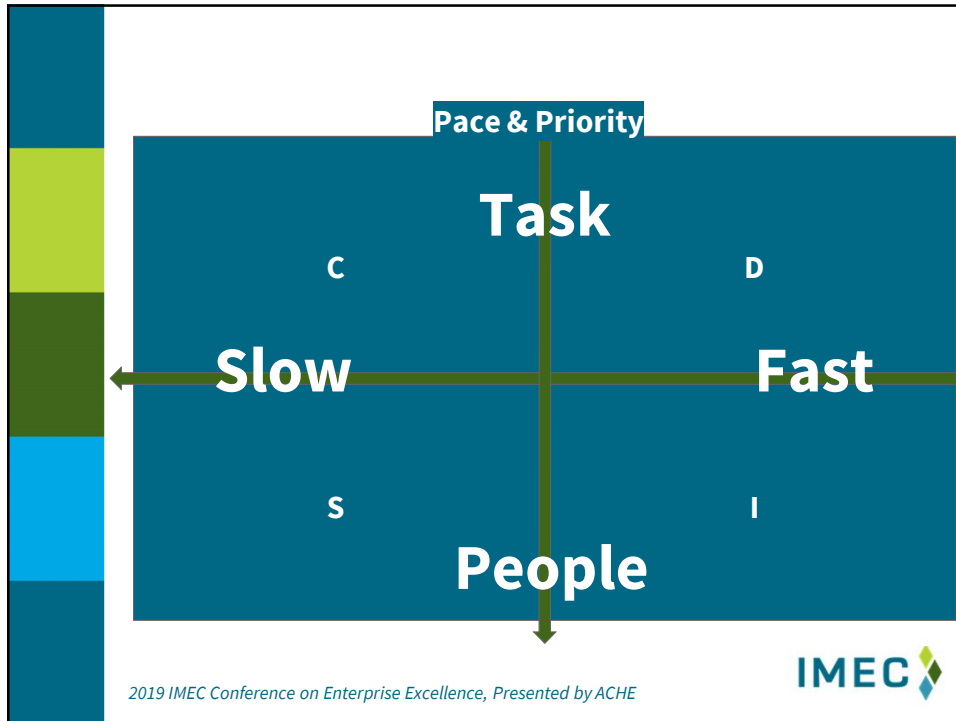
2019 IMEC Conference on Enterprise Excellence, Presented by ACHE











## How do they take in information?

- Audio
- Visual
- Kinesthetic

2019 IMEC Conference on Enterprise Excellence, Presented by ACHE




## How do we influence ?

- |                        |              |
|------------------------|--------------|
| • <b>Words</b>         | • <b>7%</b>  |
| • <b>Tonality</b>      | • <b>38%</b> |
| • <b>Body Language</b> | • <b>55%</b> |

2019 IMEC Conference on Enterprise Excellence, Presented by ACHE







## How do they make decisions?

Logic                      Emotion


2019 IMEC Conference on Enterprise Excellence, Presented by ACHE




## How do they make decisions ?

- ⊙ Emotion vs. Logic
- ⊙ 3 Motivational Factors
  - Pain
  - Fear
  - Gain

2019 IMEC Conference on Enterprise Excellence, Presented by ACHE






# Human Decision Model

## Cognition Divergence Convergence

Decision Rules and the Search for a  
Dominance Structure: Towards a  
Process Model of Decision Making\*

[Henry Montgomery](#)

2019 IMEC Conference on Enterprise Excellence, Presented by ACHE



# What is your brand?


2019 IMEC Conference on Enterprise Excellence, Presented by ACHE






- 1. Be Consistent**
- 2. Be Authentic**
- 3. Stay in your Lane (Niche)**
- 4. Be Relatable**
- 5. Be Extraordinary**


2019 IMEC Conference on Enterprise Excellence, Presented by ACHE



# **Does your team embrace it?**


2019 IMEC Conference on Enterprise Excellence, Presented by ACHE





- 1. Make it real and make sure humans can understand it**
- 2. It's not a bumper sticker, it's a story**
- 3. Invite your team to share their stories of your brand coming to life**
- 4. Measure it like you mean it**

2019 IMEC Conference on Enterprise Excellence, Presented by ACHE



- 1. Empower them to own it**
- 2. Fail fantastically forward**
- 3. Make the hand off awesome (and clear)**
- 4. Continue to make it extraordinary**

2019 IMEC Conference on Enterprise Excellence, Presented by ACHE



**They need to know how much you care.**



**I CARE ABOUT YOU.**

2019 IMEC Conference on Enterprise Excellence, Presented by ACHE



**Where is the heart?**

2019 IMEC Conference on Enterprise Excellence, Presented by ACHE





## This is a study in...

- authenticity
- ethics
- professional love

2019 IMEC Conference on Enterprise Excellence, Presented by ACHE



2019 IMEC Conference on Enterprise Excellence, Presented by ACHE

