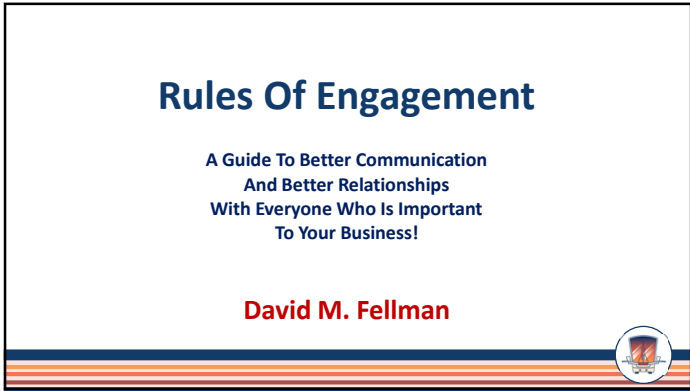


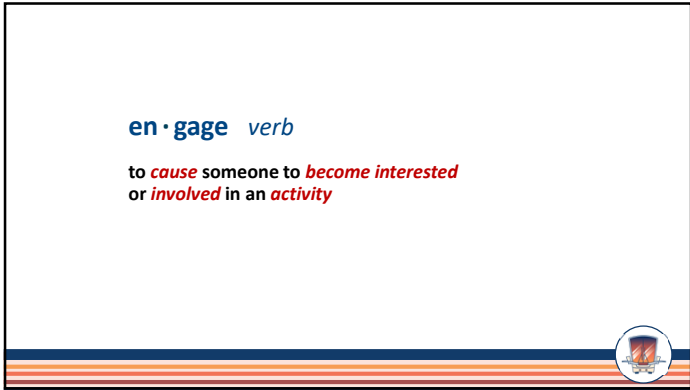
Rules Of Engagement



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Rules Of Engagement




**ENGAGEMENT IS ALL ABOUT
COMMUNICATION!**



4

THE GOAL OF ALL OF THIS...


- ◆ Customers who want to buy from us
- ◆ Employees who want to work for us
- ◆ Suppliers who want to work with us



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CUSTOMER ENGAGEMENT...

A very fundamental concept:
Your business is all about selling something to somebody




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Rules Of Engagement

WHAT IS SELLING?


Any and all of the things you can do to help people to make the decision to buy from you!



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4 KINDS OF PEOPLE ON THE BUYING SIDE OF YOUR SALES EQUATION

- ◆ Suspects
- ◆ Prospects
- ◆ Customers
- ◆ Maximized Customers



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FULLY QUALIFIED PROSPECTS...

- ◆ Buy, want or need what you sell
- ◆ Enough of it to make pursuing them worthwhile
- ◆ Show some real interest in buying from you



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Rules Of Engagement

WHAT IS ADVERTISING?
And what do you want it to do for you?

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WHAT IS ADVERTISING?
And what do you want it to do for you?

- ◆ Suspect engagement
- ◆ Prospect engagement
- ◆ Customer engagement

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SUSPECT ENGAGEMENT...


- ◆ Capture attention...
- ◆ Establish interest...
- ◆ Motivate action...

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Rules Of Engagement

CAPTURE ATTENTION...

- ◆ Words and images
- ◆ What's for sale?
- ◆ What's in a name?



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ESTABLISH INTEREST...

- ◆ Words and images
- ◆ Interrogatory, Not Declaratory!
- ◆ Qualifying and Disqualifying



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**INTERROGATORY,
NOT DECLARATORY...**



**All Beds
On Sale!**



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Rules Of Engagement

**INTERROGATORY,
NOT DECLARATORY...**



Do We Need A New Bed?


Big Sale NOW At BedWorld!



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MOTIVATE ACTION...


- ◆ Call, Click or Visit
- ◆ Into the store...
- ◆ Into the funnel...



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PROSPECT ENGAGEMENT...

- ◆ Needs analysis...
- ◆ Wants analysis...
- ◆ Proposal...
- ◆ Close the sale!



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Rules Of Engagement

NEEDS AND WANTS...

The diagram consists of three overlapping triangles. A blue triangle on the left is labeled 'What you sell'. A light blue triangle on the right is labeled 'What they need'. A yellow triangle at the bottom is labeled 'What they want'. The intersection of 'What you sell' and 'What they need' is a purple triangle. The intersection of 'What you sell' and 'What they want' is a green triangle. The intersection of 'What they need' and 'What they want' is a red triangle. The central intersection of all three is a small purple triangle, which is circled in yellow.

What you sell What they need

What they want



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CUSTOMER ENGAGEMENT...

- ◆ The value of what they're buying from you now
- ◆ The value of what they could be buying from you
- ◆ The value of influence



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EMPLOYEE ENGAGEMENT...

Why it matters: According to a Hay Group Study, engaged employees are...

- ◆ 31% more productive
- ◆ 70% stronger on customer service
- ◆ 3X more creative
- ◆ 5X more likely to recommend their company
- ◆ Generate 37% higher sales



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Rules Of Engagement

EMPLOYEE ENGAGEMENT...

Where it is:
According to an
ADP Research
Group study...




| Category | Percentage |
|---------------------------------------|------------|
| Employees who are fully engaged | 16% |
| Employees who are just coming to work | 84% |



22

TWO QUESTIONS...

1. Is it fair to assume that you want to make some changes to your culture?
2. What do you want it to look like at the end of the process?



23

FOUNDATION ISSUES...

- ◆ Who are you?
- ◆ What is your mission?
- ◆ What are your core values?



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Rules Of Engagement

WHAT IS YOUR MISSION?

American Cancer Society: Our mission is to save lives, celebrate lives, and lead the fight for a world without cancer


The Olympus Group: At Olympus, we want to create a rewarding work environment for our team



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A REWARDING WORK ENVIRONMENT...


- ◆ You take pride in what you do
- ◆ You are compensated fairly
- ◆ You can work in a safe and comfortable environment
- ◆ You are empowered to learn and grow



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WHAT ARE YOUR CORE VALUES?

- ◆ Who are the 3-5 employees who best embody our company?
- ◆ What is it about them?
- ◆ Why did you put this guy, or this woman, on your list?



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Rules Of Engagement

CORE VALUES...

- ◆ Selflessness
- ◆ "Can do" attitude
- ◆ Creativity & Innovation
- ◆ Integrity



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CORE VALUES...


- ◆ Selflessness
- ◆ "Can do" attitude
- ◆ ~~Creativity & Innovation~~ Gets Results
- ◆ Integrity



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SELFLESSNESS...

- ◆ You put the good of others above the good of yourself
- ◆ You are egoless when searching for the best solutions




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Rules Of Engagement

CAN - DO ATTITUDE...


- ◆ You do whatever it takes to get the job done
- ◆ You do what's best, not what's easiest
- ◆ You work to find a solution, especially when others think it impossible



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GETS RESULTS...


- ◆ You consistently deliver amazing results
- ◆ You work fast by working smart
- ◆ You focus relentlessly on a successful outcome



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INTEGRITY...

- ◆ You do the right thing, even when no one is looking
- ◆ You do what you say and say what you do
- ◆ You take responsibility for your actions



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Rules Of Engagement

LIVING YOUR CORE VALUES...


- ◆ Make sure everyone knows your Core Values.
- ◆ Make sure that your Core Values are part of your performance review process
- ◆ Leaders must embrace Core Values. If your managers and other leaders don't embody your Core Values, they are meaningless
- ◆ Train on Core Values. Treat Core Values training just like training for any other required job skill, for every employee



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GIVE YOUR EMPLOYEES A VOICE...


- ◆ A "serious" suggestion box
- ◆ Roundtable lunches
- ◆ First Anniversary interviews
- ◆ Exit interviews



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ANOTHER "ENGAGEMENT CONVERSATION"...

- ◆ I want you to _____
- ◆ I need you to _____
- ◆ I depend on you to _____
- ◆ I trust you to _____



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Rules Of Engagement

COMPENSATION AND ENGAGEMENT...

Money talks!
What exactly do you want it to say?



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SUPPLIER ENGAGEMENT
REMEMBER THE GOAL OF ALL OF THIS...



- ◆ Customers who want to buy from us
- ◆ Employees who want to work for us
- ◆ Suppliers who want to work with us



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DO YOU HAVE ANY BAD CUSTOMERS?



HOW DO YOU DEFINE A BAD CUSTOMER?



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Rules Of Engagement

WHAT CAN/SHOULD YOU DO ABOUT BAD CUSTOMERS?



40

THE KEY TO SUPPLIER ENGAGEMENT...



DON'T BE A BAD CUSTOMER!



41

A "SUPPLIER ENGAGEMENT" CONVERSATION...

- ◆ I want you to _____
- ◆ I need you to _____
- ◆ I depend on you to _____
- ◆ I trust you to _____



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Rules Of Engagement

**IF YOU LIKE THE WAY I THINK,
YOU CAN READ A LOT MORE OF IT!**

**Listen To
The Dinosaur**
Selling Power magazine
selected it one of its
10 Best Books of 2010.
-~~\$24.95~~ **\$20**

Rules Of Engagement
A Guide To Better Communication
-- And Better Relationships -- With
Everyone Who Is Important To
Your Business.
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