



The Baron
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As salespeople in pursuit of new business, you will be more successful as you add depth to your relationships at specific accounts.

Broaden your base at every account

When you only have one or two contacts at an account, you are in a most vulnerable position. Changes occur. People move on. Promotions happen. Structures change. Reorganizations are initiated. And so on and so on and so on...

Whatever the reason may be, regardless what business you are in, your primary contact will eventually leave. The question you need to ask yourself is whether you will be ready.

So the challenge is to broaden your base at your accounts. By that we mean, you need to establish as many contacts as possible. The more people know and the more relationships you have, the more solid your position.

Now, this can be tricky. You don't want to give your primary contact the impression that you are going over his or her head. But at the same time, you want to build relationships with other key people.

Many successful salespeople will use their primary contact to make this happen. They explain how they want to be more thorough or gain a better understanding of the needs of the organization. To do that they need to meet more people. So quite often the primary contact is asked to set up the introductions.

Sure, it won't always happen this way. But it's worth a try. You don't want to do anything to put your relationship with the key contact at risk. So think of it as a way to empower them. Ask them to help. Usually they will come through for you.

Don't do this arbitrarily. Review the client's organization chart. Identify people you would like to see. Think about how appropriate it would be to ask to meet those people. Some clients will want you all over the C-Suite. Others won't let you get off the elevator. Think it through and make the decision. You will be right much more often than you will be wrong.

It's all about being visible. The more often you visit your clients, the more opportunities you will have to meet and build relationships with key players at those accounts. It is in your hands. Broaden that base and you will be much more secure as you attempt to win new business. Security leads to confidence. Confident salespeople are successful salespeople.

So, make a phone call to that person you met a few months ago and wanted to call but you haven't yet gotten around to it. You have absolutely nothing to lose.