

Episode 21 - Worksheet

ESTABLISHING SUSTAINABLE RELATIONSHIPS - Managing Long Term Partnerships



Date :

"The result of long-term relationships is better and better quality, and lower and lower costs."
- W. Edwards Deming

1. What are the 3 steps for monitoring your customers needs & expectations as you build the relationship?

- a. _____
- b. _____
- c. _____

2. Choose the best question you should ask your customer during feedback conversations?

- a. How can we get more business together?
- b. Would you have any feedback on where your other service providers have fallen through, vs. how we stepped up to the plate?
- c. Are you paying any of your other service providers more than us for the same work?
- d. What am I doing right, What am I doing wrong, and what can I be doing better?
- e. If you could give us a score between 1 to 10, how would you rate our service?

3. What are the 3 main components of building trust in Long-lasting partnerships and why are they important?

- a. _____ Why is it important: _____

- b. _____ Why is it important: _____

- c. _____ Why is it important: _____

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4. Give 3 specific examples of how you would resolve conflicts within your long-term partnerships.

- a. _____

- b. _____

- c. _____

5. True or False: Sales people who regularly analyse their performance and make adjustments in their sales process are most likely to fail.



6. Think of 5 creative ways you could recognize and celebrate your customer. How do you think they would feel as a result from your actions?

- a. _____
How would that make them feel? _____

- b. _____
How would that make them feel? _____

- c. _____
How would that make them feel? _____

- d. _____
How would that make them feel? _____

- e. _____
How would that make them feel? _____
