



Pat Iyer

**Welcome to the Webinar:  
Relationship Marketing**

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**What you need to do**

For best results, close other programs.

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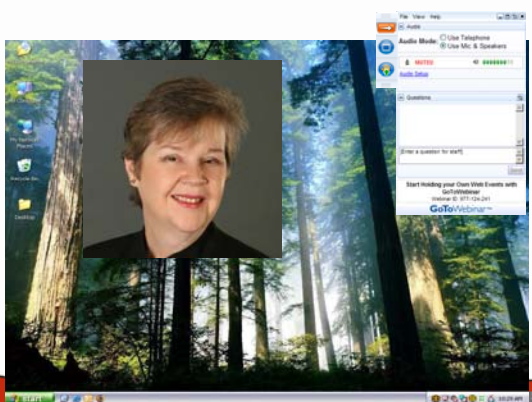
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**The GoToWebinar Attendee View**



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### Consultant



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### Key Marketing Tools



- Elevator speech
- Business card
- Relationship management system
- Masthead
- Contracts
- Published prices
- Say thank you

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### Client Development Process

1. Getting acquainted
2. Communicating your competitive advantage
3. Converting prospects to clients
4. Creating clients for life
5. Getting clients to do your marketing for you

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The goal of a relationship marketing plan is to form a trusting partner-like relationship with your clients.

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### Technology



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### Stage 1 Getting Acquainted



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Goal stage 1  
Learn all you can about your prospective client

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 Hello!

- "Hello, my name is Pat Bemis
- I am a nurse (legal nurse consultant)
- With (name of company if appropriate)
- I work with attorneys as part of their legal team
- I offer medical support
- By evaluating, analyzing, and rendering informed opinions about the medical issues.

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Exchange Business cards



- #1 marketing tool
- Mirror your client
- Photo
- No gloss on back
- Take notes
- Offer notes

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## Face-to-Face: Getting Acquainted



- Who
- What
- When
- Where
- Why
- How
- How much

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## Relational Management System



- Contacts
- Calendars
- Tasks
- Email
- Phone calls
- Notes
- Projects
- Opportunities

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## Virtual tools: Getting Acquainted



- Website
- Social media
- Email

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### Email Signature



- Name
- City and state
- Web address
- Tag line
- Post nominal letters

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### Stage 2 Communicating Your Competitive Advantage



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Goal stage 2  
Show how you can satisfy the prospective client's needs better than your competitor

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### Face-to-Face: Competitive Advantage



- Image
- Case studies
- Experience
- Background
- Education

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### Virtual tools: Competitive Advantage



- Examples of products
- Previous successes
- Background
- Testimonials
- News
- Personalization

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### Stage 3 Converting Prospects to Clients



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Goal stage 3  
Make the sale

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Face-to-Face: Converting to Clients



- Easy
- Entry products
- Contracts

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Virtual tools: Converting to Clients



- Easy
- Entry products
- Contracts

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### Stage 4 Creating Clients for Life



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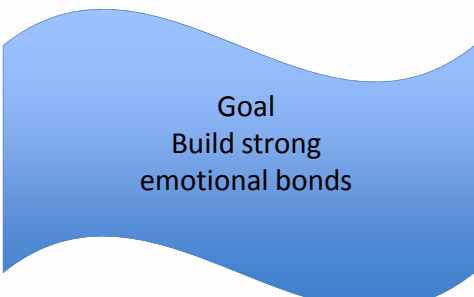
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### Goal

Build strong emotional bonds



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### Face-to-Face: Clients for Life



- Emotional bonds
- Discover their needs
- Provide incentives
- Maintain enthusiasm
- Referrals

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### Virtual tools: Clients for Life



- Emotional bonds
- Facebook
- Twitter
- Blogs
- Email
- Banner ads
- Affiliates
- Referrals

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### Stage 5 Getting Your Clients to Market for You



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### Goal

Build a trusting relationship

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### Face-to-Face: Word of Mouth



- Ask for referrals
- Give referrals
- Offer recommendations
- Say, "Thank you"

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### Virtual tools: Word of Mouth



- Ask for referrals
- Give referrals
- Offer recommendations
- Send links
- Unlinked pages
- Banner ads
- Say thank you by email

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### Key Marketing Tools



- Elevator speech
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- Published prices
- Say thank you

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## Relationship Marketing

1. Getting acquainted
2. Communicating your competitive advantage
3. Converting prospects to clients
4. Creating clients for life
5. Getting clients to do your marketing for you

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## National Nurses in Business Association

• [bemis@nnba.net](mailto:bemis@nnba.net)

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## Webinar Evaluation Form

**Title: Relationship Marketing: How to Build a Strong Business**

**Instructor: Pat Bemis**

1. How would you rate the instructor? \_\_\_Excellent \_\_\_Good \_\_\_Average\_\_\_ Poor

2. Comments about this teleseminar:

3.

4. What are your suggestions for future topics?

### **Contact hour form:**

Name:

Address:

Street, City, Zip

Circle the correct answer:

- 1. True or False: The signing of the contract is the end of the sales process.**
- 2. True or False: Getting new customers is easier than building relationship with previous clients.**
- 3. True or False: Marketing on the Internet includes email replies.**

Please return this form to fax: 908-806-4511 or by mail to Patricia Iyer Associates, 260 Route 202-31, Suite 200, Flemington, NJ 08822.