



BACK DOOR SALES

Building a relationship first is a new and innovative way of thinking about sales

I've never considered myself a salesman. In fact, I would rather do practically anything than to go on a sales call. I find the whole experience of convincing someone that they need to buy what I have to sell, somewhat distasteful. It's just not my nature.

Unfortunately, sales and closing deals is a big part of being in business, therefore, one is either forced to do it, or find someone who is very good at it to do it for you. Of course, they are not going to do it for free, so be prepared to pay for that expertise.

What I do like, however, is making new friends. I enjoy visiting with people, finding out about their likes and dislikes, and swapping stories about mutual experiences.

In other words, I enjoy building relationships, and the other day I was told by a colleague, that what I was doing was, in fact, a big part of being a salesman.

ARPI provides business and community coaching throughout the United States. If you have a business question for Jack, email him at jack.newcomb@totalcsi.com. You can also visit the ARPI website, www.advancingruralprosperity.com.

She identified it as something called, "Back Door Sales". I had no clue what she meant.

I'd always thought of sales as knocking on someone's door and asking them to buy your product. Then, over time you might develop a relationship and become friends. She agreed, that while that was one approach, it was probably not the most successful one. Developing the relationship first, and gaining the confidence and trust of the prospective client, before ever asking to close a deal, is a better way to make sales.

I guess I've been a salesman all along, just coming in through the "Back Door".



Jack Newcomb
Co-Founder

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