

## Play 3 | Build Trust, Add Real Value

*It has been said that “trust is the currency of a great relationship.” In sales, nothing can be truer – you need trust in order to move past “go.” And we also know that adding value to customers is what keeps us in the game, especially in our highly competitive environment.*

*The questions are, how do we build trust with customers, and how do we ensure we are providing real value in the customer’s point of view?*

*Kassandra Perry | Communications Strategy Manager, Americas*

*Todd Nason, Senior Territory Manager and two-time PCOE Winner, has separated himself from the competition as the ‘go-to’ person who understands customer needs, creates value and knows what it takes to build customer trust. Here is what Todd shared on how he has successfully taken two territories with high rep turnover – resulting in low credibility with customers – and turned them around by making his customers the VIP. In turn, Todd has come out ahead. These lessons can be leveraged in your territory:*

### Baseline: Build Trust



#### 1 Be present.

Show up. Consistently. There is nothing worse than sporadic or haphazard touch-points. Actions speak louder than words. *(The #1 fear and question customers had when I went in to my new territories that historically had a lot of turnover was “How long will you be here? Are you coming back?” My response: “You bet – I am here to stay!” And I demonstrated this by showing up when I said I would.)*

Keep Your Customer Engaged. If you somehow lost your way during the call (telltale sign: your customer’s eyes are glazed over – hey, it happens to the best of us) – you need to wrap it up, get out, think about what happened, and go back another time fresh. Sometimes, if you’ve caught it early in the call – you can save it, but more often than not you need to know when to get out – graciously, of course.

#### 2 Go in with a clean slate.

Ask questions! Remember the days when you were the new rep and you could ask all the questions without fear of being called out on this? Go back in and ask as if you were the new rep. Why? Change is constant and you will miss out if you don’t ask the questions, so validate, check-in and ask what has changed.

#### 3 Listen.

Ask questions with the right intent. To Learn. If you put aside your sales agenda for a moment – you are actively engaging with your customer and building the all-important trust and will directly benefit from what you learn.

#### 4 Understand priorities.

Really be clear on what is important and a priority to your customers. Keeping this front-and-center demonstrates that you have their priorities in mind and it isn’t just about your agenda. Yes, we can and should sell – but it’s selling to their priorities and hot-buttons.

#### 5 Deliver!

Do what you say you are going to do. Big, small – doesn’t matter. Do it. Seems simple, and it is – just don’t forget how critical this is.

### Add Real Value



#### 1 Deliver from the customer’s perspective.

Very easy to claim that we bring value – but remember it all lies in the eye of the beholder.

#### 2 Get creative.

If you have done all the above – now is when you can put action behind what you know about your customers and really flex your creative and strategic muscles:

Ask your customer “What can I do to help you—help your customer/patient?” *(Very simple, but you will be pleasantly surprised how much your customer will share here – in detail and with specificity.)*

Even if the idea is small – think about how you can go big with it, as in how many other customers you can touch with that one idea. *(I recently partnered with a group of community focused stores put together a diabetes educational event. The big wins were: The stores demonstrated community involvement and got in front of new customers, the local Diabetes Educational Center (DEC) moved past the traditional 30% who visit DEC’s regularly and in front of new patients. The Canadian Diabetes Association was able to spread their message to a large group and, ultimately, we helped patients with diabetes. In turn I am benefitting as the ‘go to’ person who understands customer needs and priorities and makes things happen. Guess who’s meter is getting placed within these customer doors? Right.)*

#### 3 Diligence pays off.

Continue doing all this. Think marathon – steady and for the long-run. It doesn’t happen overnight.



*Todd Nason has been with LifeScan for 8 years.*

**W**elcome.

*The Sales Operations Team, in partnership with the Americas Leadership Team, has created the Sales Playbook initiative to support the Americas commercial organization teams across the regions, and across sales functions, to maximize sales pull-through strategies and tactics by leveraging the insight and best-practices that have been put to the test by your fellow colleagues.*

*Please watch for future playbooks that we will release on a monthly basis that will focus on strategic approaches, tactical pull-through steps or sage advice to maximize your efforts.*

**W**e want to hear from you!

*We welcome feedback to the Sales Playbooks and look forward to hearing your experience implementing any one of the 'plays.'*

*Have an idea for a future playbook? Or know someone who is doing amazing things and really driving their business? We want to know! Please include the name of the representative/account manager/team member along with a brief description of the success, best practice or approach that you think would make a great playbook.*

*Please send feedback, ideas and nominations to [Kassandra Perry \(kperry5@its.jnj.com\)](mailto:kperry5@its.jnj.com).*

*Thank you. Enjoy and happy selling!*

**Sincerely,  
Sales Operations, Americas**



*Powered by LifeScan, Team Americas*

