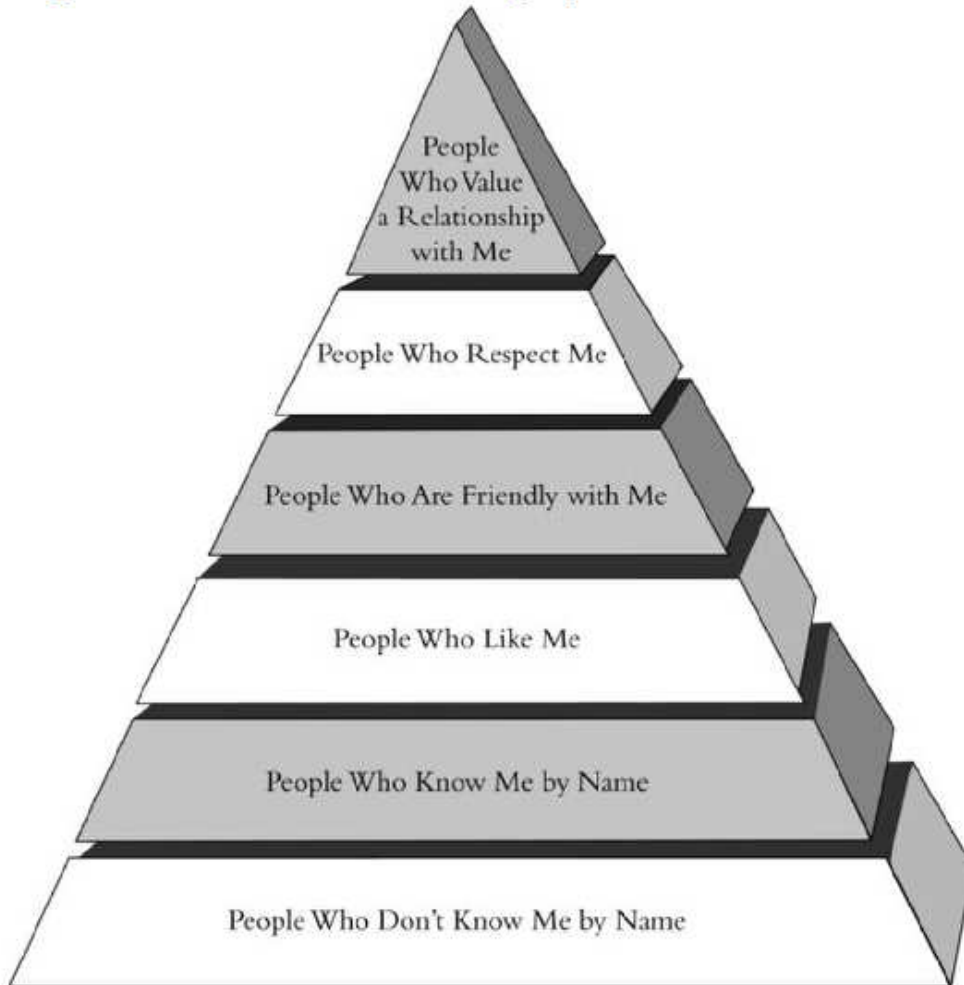


Exhibits to Audiobook
The Relationship Edge, The Key to Strategic Influence and Selling Success
by Jerry Acuff and Wally Wood

Figure 2.1 The Relationship Pyramid



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Figure 3.1 No Structure Can Stand Tall without a Solid Foundation

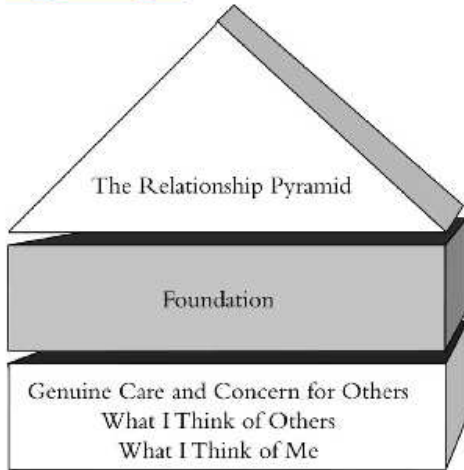


Figure 4.1 The Relationship Pyramid

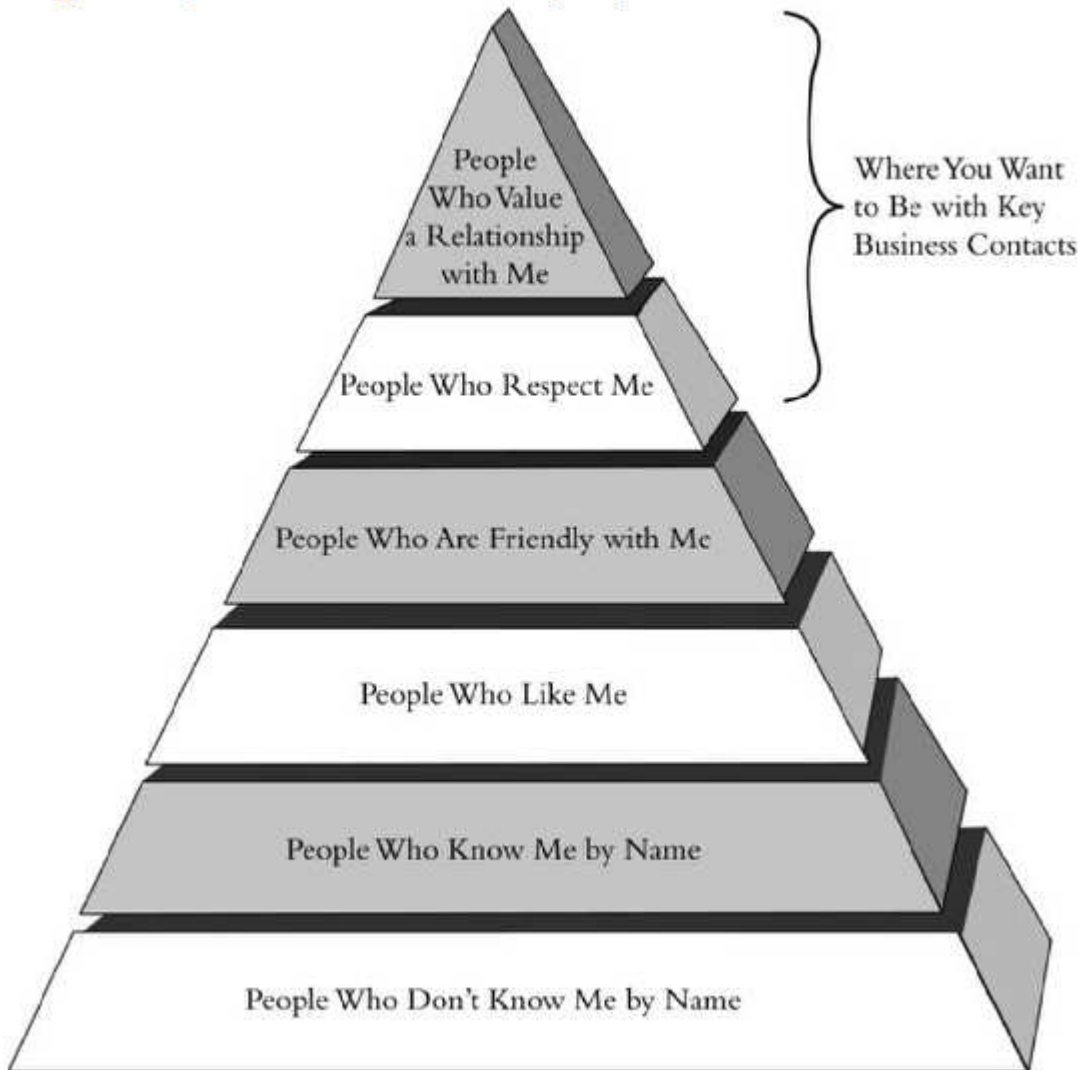


Table 5.1 Topics to Establish Some Common Ground

- Cars
- Clothes
- Sports: spectator or participant (coach or play)
- Hobbies: collecting coins, stamps, antiques, toys, books; fishing, hunting, diving, photography, golf, gardening, reading, movies, theater, travel
- Pets: dogs, cats, birds, horses, snakes
- Family: spouse, children, spouse's interests, children's interests
- Friends
- Heroes/mentors/colleagues
- Art: painter, sculptor, museum attendee
- Music: classic, opera, swing, jazz, rock, country, alternative, rap. Play an instrument?
- Dance: ballet, modern, jazz, country
- Alma mater: prepschool, college, graduate school, military, fraternity, sorority
- Clubs: Rotary, Kiwanis, Elks, Civitan, Scouts
- Home town

Figure 5.1 Relationship Development Usually Takes Time

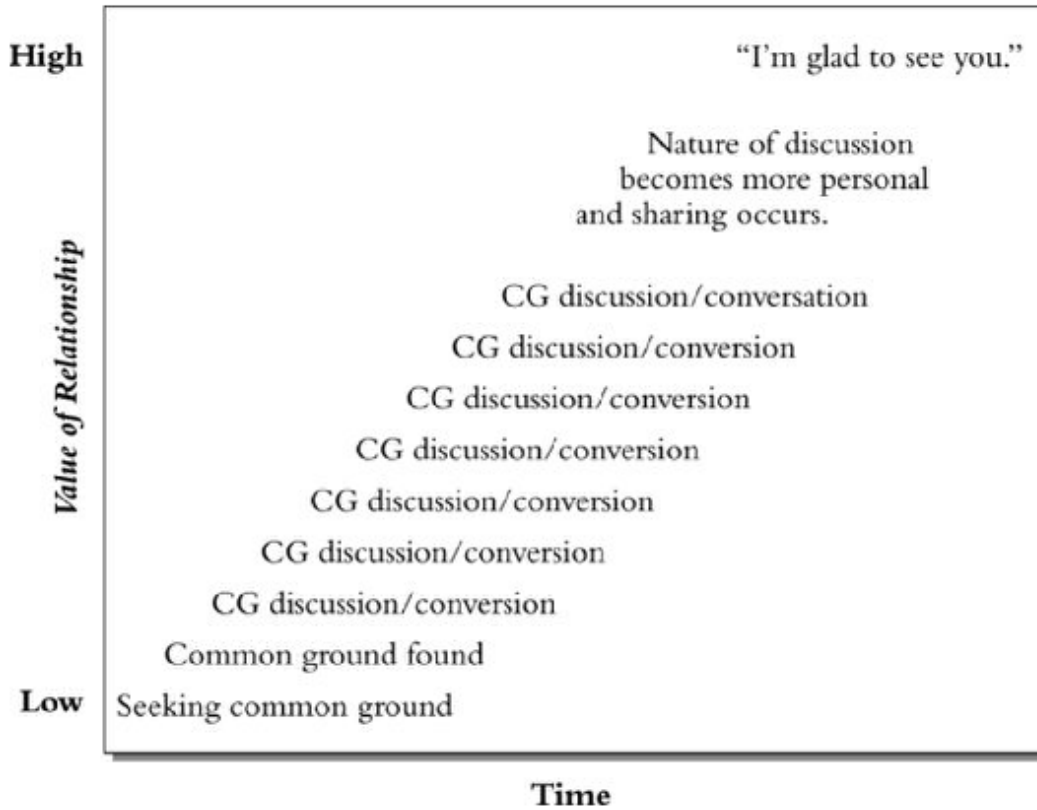


Figure 7.1 What Action Could You Take with What You've Learned?

Important dates: _____
Action: _____
Important names: _____
Action: _____
Special concerns: _____
Action: _____
Important people: _____
Action: _____
Important goals: _____
Action: _____
Major events: _____
Action: _____
Favorite foods: _____
Action: _____
School attended: _____
Action: _____
Important places: _____
Action: _____

Figure 10.2 Do's and Don'ts of Interacting with Other People

<i>Do</i>	<i>Don't</i>
<ul style="list-style-type: none">• Be confident• Smile• Make people feel important• Treat people as special• Make eye contact• Be impressed• Listen intently	<ul style="list-style-type: none">• Criticize, condemn, or compare• Judge• Be overly anxious• Have a wandering eye• Try to be impressive• Interrupt

Figure 11.1 What Are Your Goals and When Are They Due?

Long-term goal _____	_____ End point; _____
Long-term goal _____	_____ End point; _____
Long-term goal _____	_____ End point; _____
Medium-term goal _____	_____ End point; _____
Medium-term goal _____	_____ End point; _____
Medium-term goal _____	_____ End point; _____
Short-term goal _____	_____ End point; _____
Short-term goal _____	_____ End point; _____
Short-term goal _____	_____ End point; _____

Figure 14.1 What Is Relationship-Building Competency?

Relationship-building competency establishes and maintains effective relationships with customers and colleagues and gains their trust and respect.

When Does Someone Have It?

1. Develops relationships with key customers through deep knowledge of the customer's business and organization and provides breakthrough insights that customers value.
2. Demonstrates a caring, sensitive, and sincere nature to get closer to customers.
3. Routinely seeks to learn from customers what they "treasure" professionally and personally.
4. Uses knowledge of what customers treasure to plan relationship-building conversations in addition to presenting products and their potential benefits.
5. Uses knowledge of what customers treasure to do inexpensive, unexpected, and thoughtful actions.
6. Employs relationships to gain routine access and make sales calls characterized by meaningful dialogue.
7. Leverages the excellent relationships they have to make connections and gain access to other important but difficult-to-reach customers.
8. Consistently demonstrates the ability to understand the customer's perspective and not appear biased in the customer's eyes through actions, language, and probing.
9. Demonstrates a balance between the caring dimension necessary for building relationships and the assertive dimension necessary to create results.
10. Demonstrates a long-term view of relationships and their importance and not a short-term view of relationships as a means to quick sales results.