

A year from now, you will  
wish you had started today.

*Karen Lamb*

## Reaching the Right People



**Art Waskey**

Art Waskey is a speaker who truly delivers. In addition to a 45 year career in sales and marketing, Art is the author of multiple books on selling and a monthly column The Art of Sales. He shares these insights as an in demand event and conference speaker as well as leadership coach.

### Your Stable of Relationships

Being a people person I spend significant time on social media. As we know, this can be addictive and I have to watch my time online. I also am cognizant of the fact that there are limits to the number of meaningful relationships a person can have. **Dunbar proposes that humans can comfortably maintain 150 stable relationships.**<sup>1</sup> Are you communicating with, and reaching the right people in the right way?

### Broaden Your Base

I moved from the position of Senior VP at an independent distributor to chase my passions in writing, consulting, and speaking. In order to succeed in my new business I realized my contact network needed a major overhaul. My previous network was more or less a local one but my new work was in an international arena. **To broaden**

**my base I used social media, primarily LinkedIn.** I also enlisted a great mentor who believed in me and could introduce me to the right people. This effort led me to many new and meaningful personal relationships.

### Choose Your Customer Carefully

As digital transformation continues, a B2B distributor's greatest advantage is their personal, careful, and intentional interaction with people. How do you select the people most likely to be your best customer? In their book, "Choose Your Customer",<sup>2</sup> Jonathan Byrnes and John Wass, describe a relationship hierarchy. It consists of a well-defined, well-understood set of four or five standard ways in which a company can engage its customers. **By keeping the number of allowed relationships limited, the company can create a set of tailored operating**

<sup>1</sup> Wikimedia Foundation. (2022, October 30). Dunbar's number. Wikipedia. Retrieved November 2, 2022, from [https://en.wikipedia.org/wiki/Dunbar%27s\\_number](https://en.wikipedia.org/wiki/Dunbar%27s_number)

<sup>2</sup> Byrnes, J., & Wass, J. (n.d.). Choose your customer. Choose Your Customer. Retrieved November 2, 2022, from <http://www.chooseyourcustomer.com/>

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# Reaching the Right People

**and supply chain processes for each relationship.** Byrnes and Wass call this service differentiation.

## The Right Relationships

*Relationship hierarchy for service differentiation is advanced through these processes:*

- A standard set of planning and coordinated procedures – Create a planned, procedure by replicating the system for handling your Profit Peak (high-profit) customers. These accounts are generally characterized as being uniform, high-volume, and with low cost flow through the supply chain.
- A standard product flow with a clearly defined order cycle – Perfect the defined order cycle of these high-profit accounts and replicate it in your other accounts.
- A clear to-do list for each side of the relationship – Define the unique, common relationship thread you have with each of your high profit customers. List what needs to be done to keep each relationship intact.
- A clear measurable reporting value for

each side – What can you measure to quantify the value of both parties?

According to Byrnes and Wass, **“The key to doing this effectively is to define a set of relationship migration paths, and to deploy tightly integrated teams with sales and supply chain managers to sell and build the right relationship.”**

## An Exciting Insight

What an exciting insight into customer relationships! Whether as a consultant or a frontline, local independent distributor, if Byrnes and Wass’ process is replicated in your customer relationships, **you will be reaching the right customers the right way.**

## 5 KEY TAKEAWAYS

1. Your customer reach is limited. Humans can comfortably maintain 150 stable relationships.
2. Use social media to broaden and hone your contact base.
3. Choose your customers carefully so you can build solid relationships with each.
4. Create a set of tailored operating processes for each relationship.
5. Define migration paths and use integrated teams to sell and build customer relationships.