STRYDE

Road to Relationships

Everyone in sales knows that there exists no better prospect than someone who knows and trusts them or knows and trusts those with whom they associate. It is with this in mind that we are launching the Road to Relationships process. By following this incredibly basic process you will find that you have ready access to dozens (if not more) of opportunities for each of our platforms, waiting for you and ready to be pursued.

With the advent of connection tools like the internet and more specifically, social media - staying connected, re-connecting and or initiating communication with your sphere(s) of influence, is easier than at any other time in human history. Through strategic utilization, you will be able to explode your practice and in a manner you never anticipated, with very little effort and virtually no expense. Through this process, we will outline how best to identify your relationships and then leverage them to get to where you need to go.

The underlying concepts behind this process have been practiced by every one of the nation's top financial and insurance companies to assist their representatives in realizing immediate success even before they necessarily possessed the skills that they would one day develop. Every top producer in the country has understood and utilized this approach to grow their practice to the multimillion dollar level, WITHOUT being able to use unique tools and programs like those you have access to via your association with Stryde. Imagine what you can do when you combine these simple approaches with our programs. For those that participate, this will be among the most valuable uses of your time relative to your immediate success.

Steps to Successful Relationships: Step 1

Everyone in sales knows that there exists no better prospect than someone who knows and trusts them or knows and trusts those with whom they associate. It is with this in mind that we are launching the Road to Relationships process. By following this incredibly basic process you will find that you have ready access to dozens (if not more) of opportunities for each of our platforms, waiting for you and ready to be pursued.

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You will see as you are engaged in this process that you know people from all walks of life. The people you know are Business Owners, Executives, Managers, married to same, associated with same, users of professional services (CPA, Law, etc.) and/or are tied to charities, centers of influence, etc. The opportunities are nearly limitless when you consider all of the connections that exist (1st, 2nd and 3rd generation) and dive down to see how far they go. Additionally, this platform will help you leverage the fact that these are warm leads and or show you how to make them warm leads (the best kind). We are NOT following the traditional approach of “name your friends and family so that we may try to sell them” – remember, we don’t sell anything to anyone. We educate the world as to what we do and how we can help. Your objective will be to communicate to these people what you do and how it may help them (if they’re in a position to benefit directly either as a user of the services or as a referral partner) and or the people they’re associated with.

Steps to Successful Relationships: Step 2

Once you have established your first two lists (don’t stop until you have a minimum of 100 people – most will be able to generate 200 – 500 depending on how social or enterprising they have been) it is time to start going to work. The best approach to getting started once you’re at this stage is to pull from the list the obvious opportunities and break them down (keep notes to share with a Team Leader). Once you have identified the low hanging fruit, you will be working with a Team Leader to analyze and pursue these opportunities – simultaneously, you will want to engage in the following steps so as to produce a flow of opportunity for yourself.

Reach out to those on your list (some you will have been communicating with regularly others will not have heard from you in some time – maybe years) and check in/establish communication. Email and or Social media (Facebook, LinkedIn, etc.) are great tools for this but don’t forget the telephone – all too often anymore, people rely on computer based communication, while it is more efficient, it is not always the most appropriate way to communicate. In reaching out we will provide you with a general script and pre approach email. Our objective is to drive each and every one of them to a basic discovery call with your Team Leader so as to express the general opportunity to them.

Once the communication is initiated and they have been driven to a discovery call we will start learning more about what they do, who they’re associated with and what opportunities they may be tied to. In doing this, we will communicate to them what you do and what opportunities may exist for them, should they help (they may be a great prospect and or they may lead you to one). If they are not the prospect, they will have income earning opportunities as referral partners should they be able to help you get in front of the right person and you close a case.

After they understand the benefit and are interested in helping you (and themselves by virtue of your success) you will initiate the same process you went through (creating your lists) with them (lists of 1st and 2nd generation relationships). You will see that by virtue of following this process you will open up communication with thousands of 1st and 2nd generation relationships which, due to the process being followed, will all be warm prospects rather than cold leads.

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Summary

- Make your lists in the manner described in Step1 and Step 2
- Communicate your findings with your Team Leader and prepare your approach
- Initiate your plan/communication with direction and assistance from your Team Leader
- Drive to a Discovery Call wherein your Team Leader will communicate the opportunity
- Develop and Pursue the opportunities
- Repeat these steps actions through the various generations of relationships so as to continue stream of opportunities

Open immediate opportunities across all divisions of our company in an immediate manner.

Instantaneously initiate multiple strategic alliances in different regions of the country, to further develop and expand your agency.

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