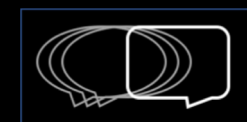
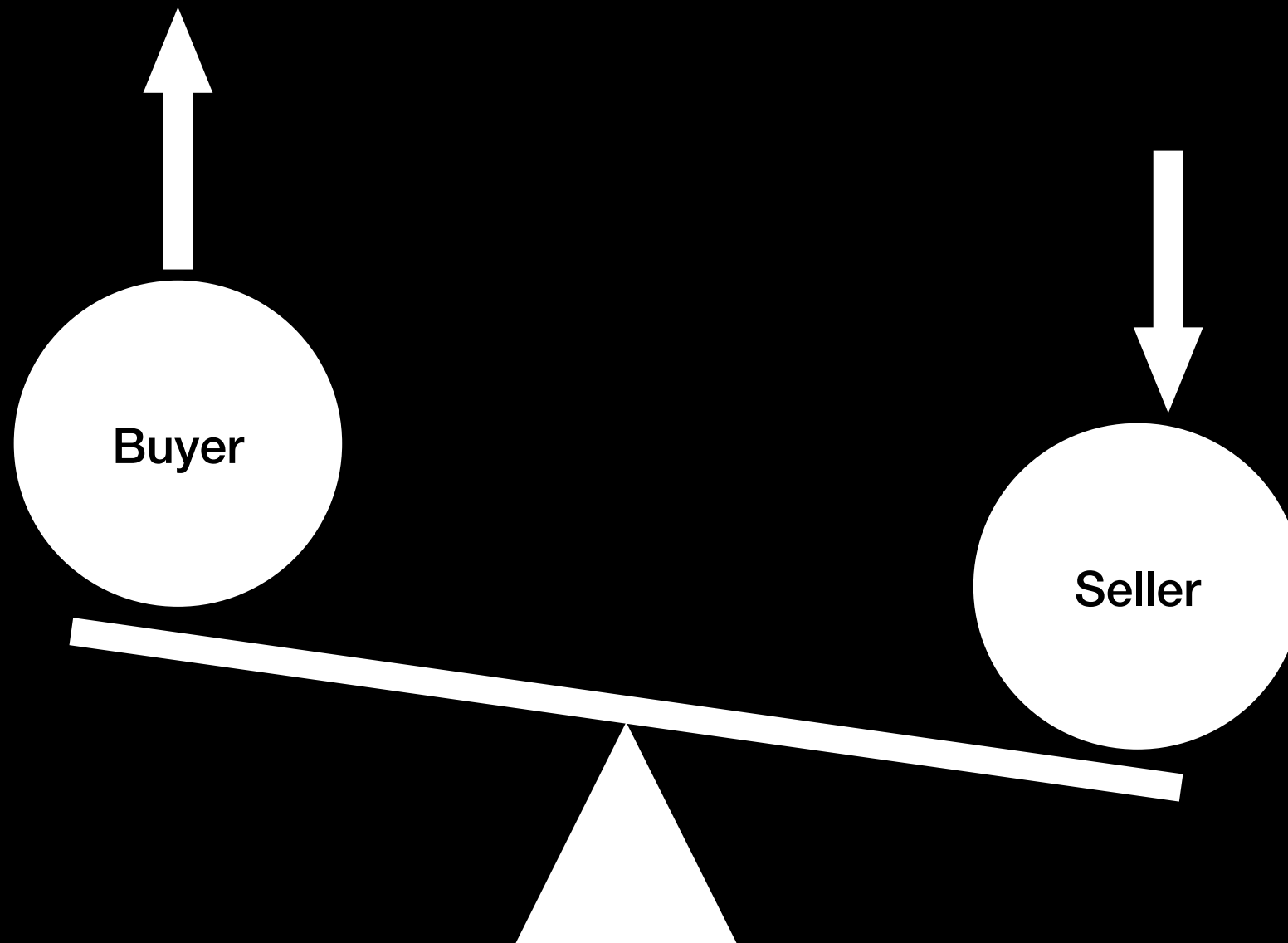


Buyer-Seller Relationship Dynamics!

So What?



Balance of Power Drives Relationships



Relationship = How you treat the other OVER TIME



Dan Coleman: Social Intelligence



Leaders Anvil

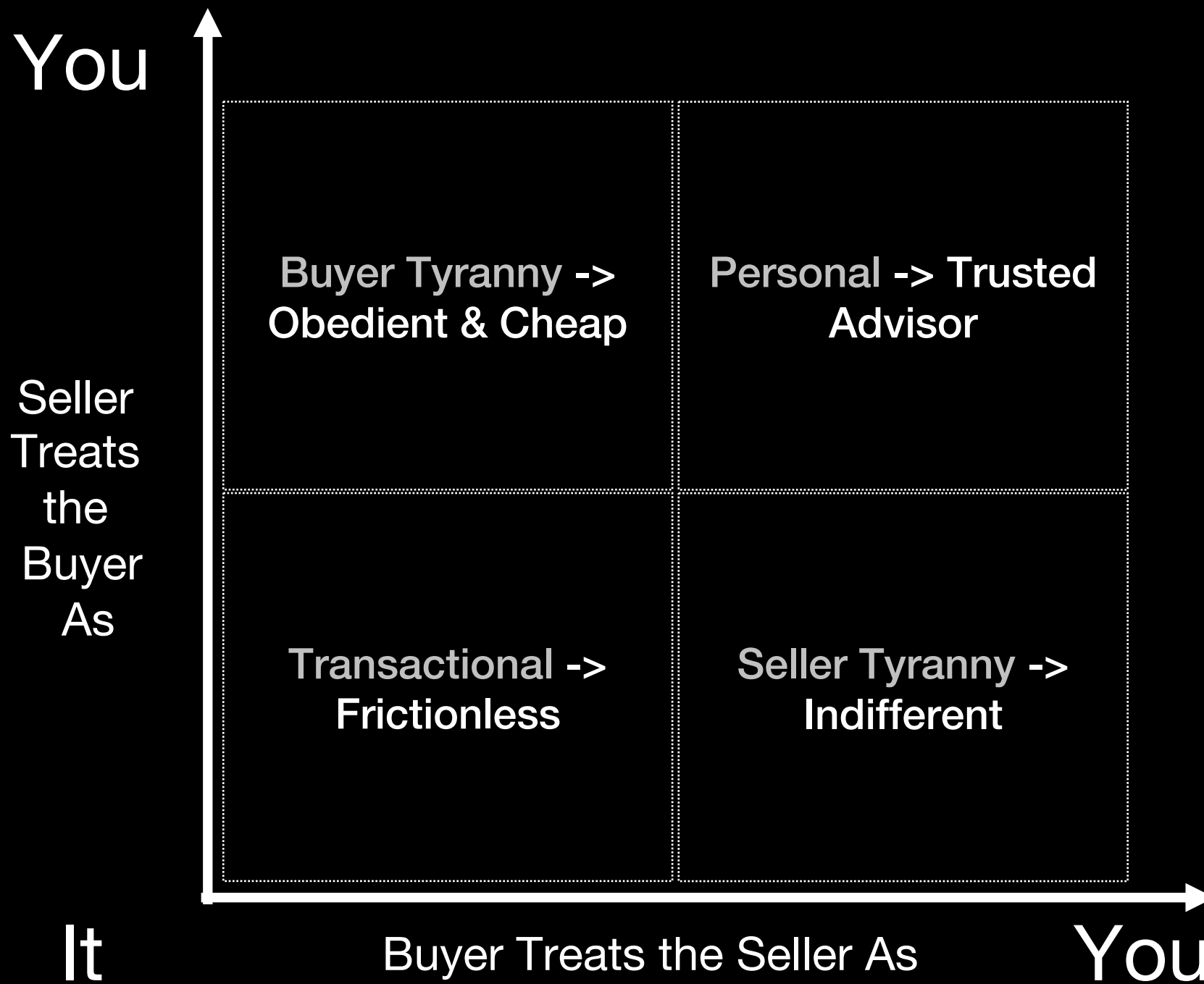
Buyer-Seller Relationship = How you treat each other



Resonates with Anthropologist's Findings on Human Interactions



Your Primary Posture to Your Market



The Trouble with Oxymoronic Positioning

Obedient Trusted Advisor

X

Frictionless Obedience

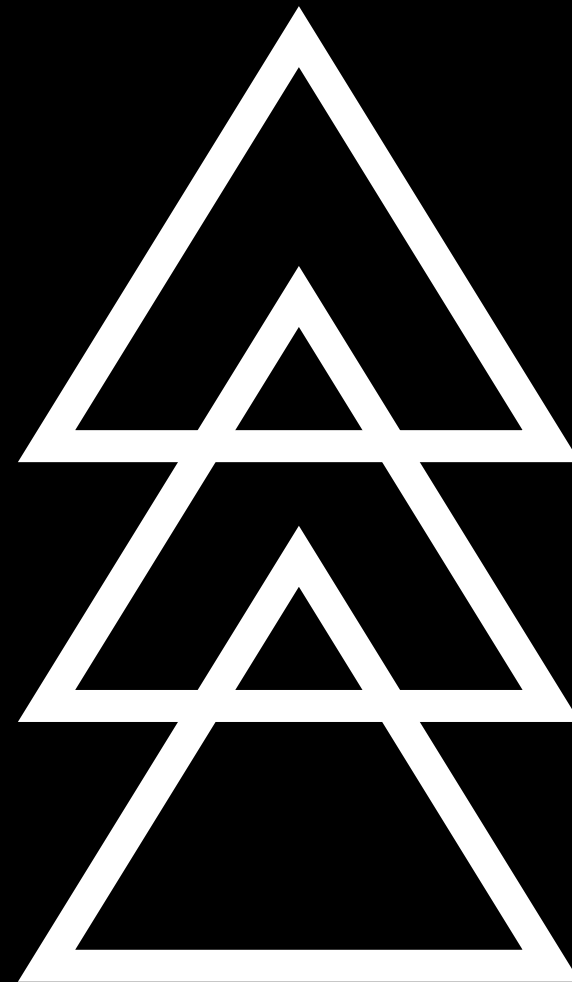
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Frictionless Trusted Advisor

?



Position Your Firm to the Quadrant(s) You Operate



Get It

Use It

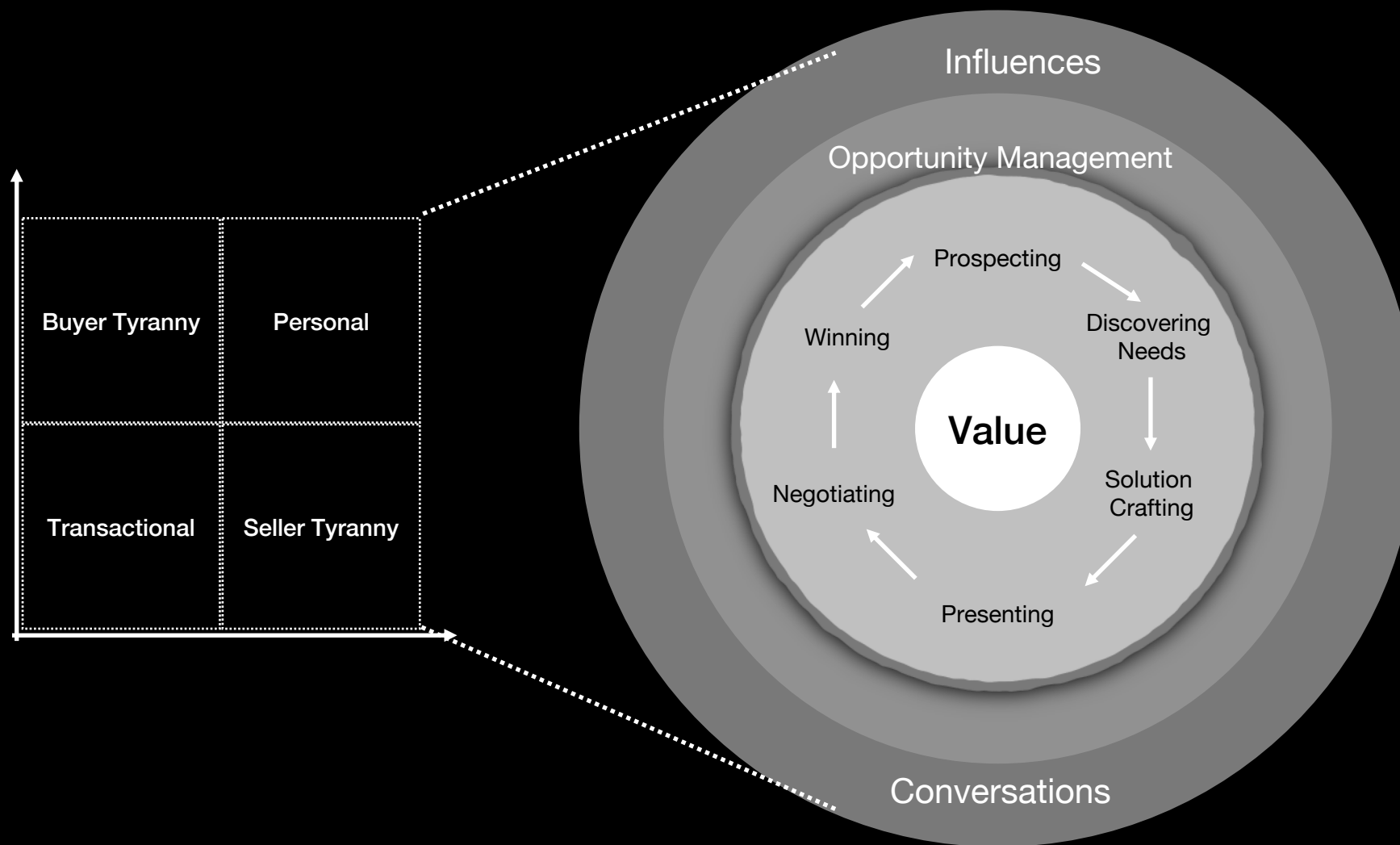
Fix It

Source: Customer Intimacy, Fred Wiersema



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The Relationship Quadrant Impacts All Sales Activities



● PEOPLE

● PROCESS

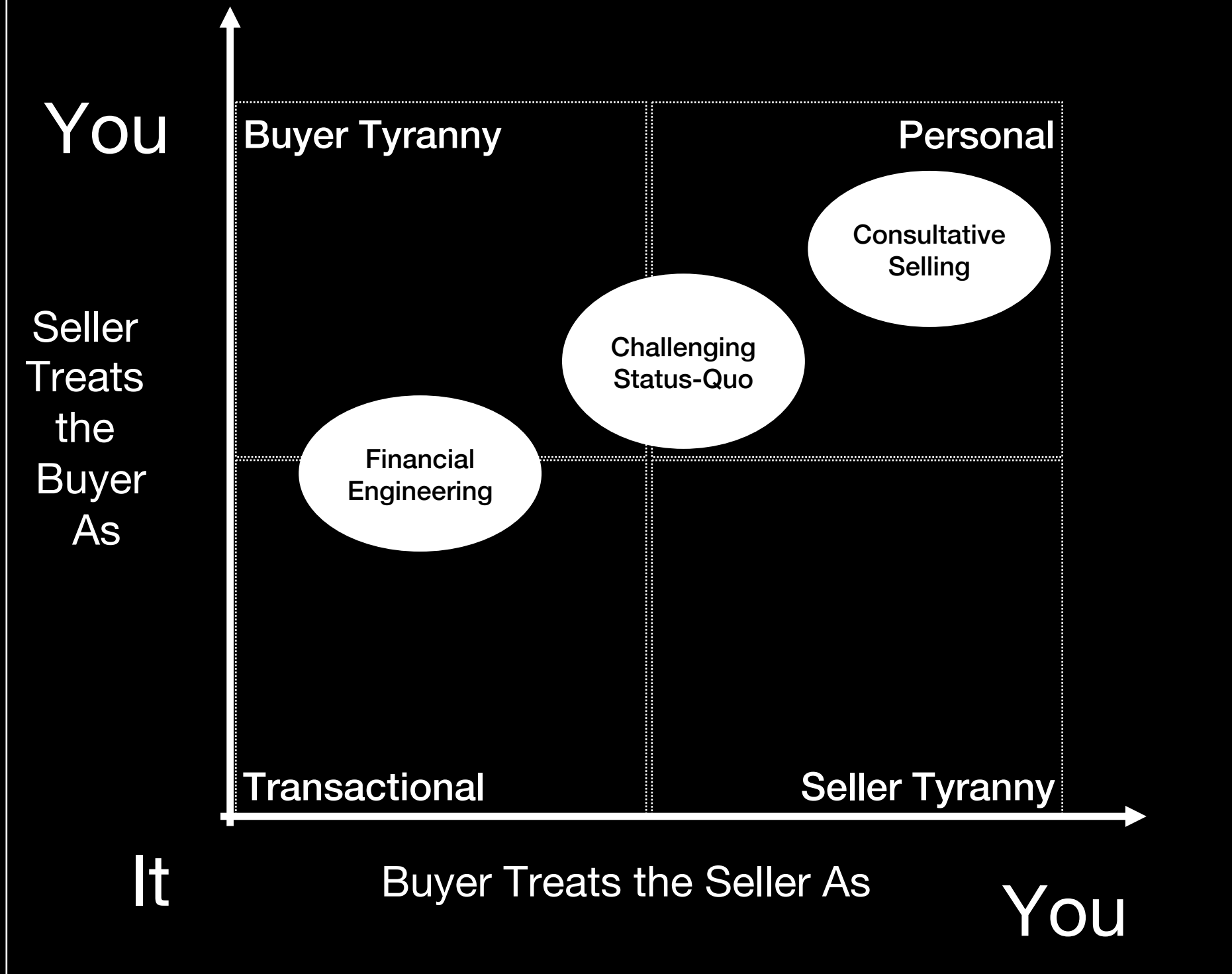
● SELLING

○ OUTCOME

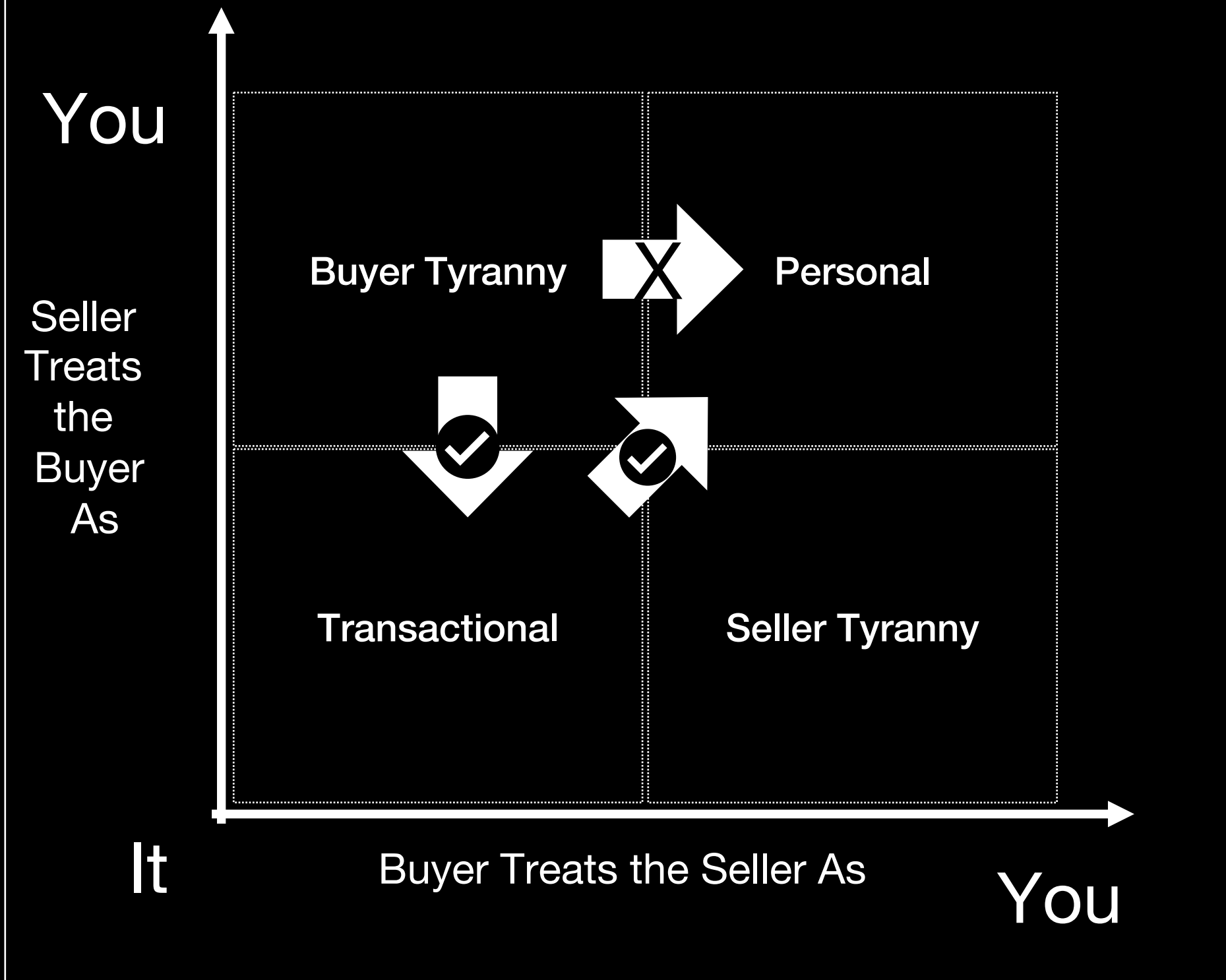


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Anchor your Selling Method to Suit the Quadrant



Escaping Buyer Tyranny



Moving to the Transactional Quadrant

Reduce Human Interaction - ATM

**Choose a 'Lesser Market' – Cosmetics
in the third world**

**Drop the product or service – IBM
PC/Laptop**

Fire the client – Infosys-GE



Moving to the Personal Quadrant

Bundle Services- Asian Paints

Involve the Customer - IKEA

Hide Complexity - Caterpillar

Share a Common Cause - Starbucks



Summary

Biz Relationships are based on power dynamics

Oxymoronic Positioning debilitates your company

Position, Sell and Negotiate based on the quadrant.

Calibrate your distance to customers based on the relationship quadrant



Who Am I?

Sales and Proposal Coach

I help firms increase ROI for their sales investments

\$ 2.5 Billion

Sales and Deal Pursuits Anchored, Led or Took Part

28+ Years

in TCS, Infosys, Wipro and Mindtree

6+ Years

As Independent Consultant for Wipro, Bosch, Mindtree, Happiest Minds, enreap and others

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What Do You Think?

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