BUILDING SUCCESSFUL BUSINESS RELATIONSHIPS
Prill Brewin
Sarah Girling

Brave
Really, we will say what we think

Bold
we like to get straight to the point

Passionate

Pragmatic
never dogmatic

Hard working

Enthusiastic
but never gushing

Opinionated
in the nicest possible way

Clever

Tenacious

Creative

Straight talking

Professional

Brilliant
our client told us to say this

Coca-Cola

ODEON CINEMAS GROUP
An amo company

Nestle
Good Food. Good Life

McDonald's

BEN & JERRY'S

cache

Arla
People do business with people that they know, like and trust!
HELLO
my name is

I'm Afraid
of Networking!!
BE BRAVE
BE PREPARED

*image courtesy of Google Images*
A Valid Business Reason is \textit{not} why you want to talk to the prospect.

It's why \textit{the prospect} should want to talk to you.
ALWAYS BE READY WITH AN ELEVATOR PITCH

1. WHO ARE YOU?
   What is your organisational name & vision

2. WHAT YOU DO?
   Clear description of your core benefit in one sentence

3. HOW YOU DO IT?
   What is your Methodology, Model, I.P or point of difference

4. WHAT YOU DELIVER?
   Solution based outputs that can be measured as success

5. WHO YOU WORK WITH?
   Specific industries which need your offering
Be passionate about their product or service

*Image courtesy of Google Images
“SHOW ME THE MONEY”
FIND THE ECONOMIC BUYER
USER BUYER
SOMEONE WHO WILL USE YOUR PRODUCT/SERVICE

TECHNICAL BUYER
SOMEONE WHO WILL JUDGE YOUR PRODUCT/SERVICE
DEVELOP A COACH
ANTICIPATE THE POTENTIAL RESPONSE MODE
ANTICIPATE THE POTENTIAL RESPONSE MODE

<table>
<thead>
<tr>
<th>GROWTH</th>
<th>TROUBLE</th>
</tr>
</thead>
<tbody>
<tr>
<td>EVEN KEEL</td>
<td>OVER CONFIDENT</td>
</tr>
<tr>
<td>Role</td>
<td>Degree of Influence</td>
</tr>
<tr>
<td>------</td>
<td>---------------------</td>
</tr>
</tbody>
</table>
UNDERSTAND THE POLITICAL ENVIRONMENT
KNOW THE SYSTEM AND MAKE FRIENDS WITH THE ACCOUNTS DEPARTMENT

*image courtesy of Google Images
LOOK FOR THE SMALL PRINT

I hereby acknowledge and agree to the new General Terms & Conditions set out in the "Updated General Terms & Conditions" letter and as posted on the CCEP website at [https://www.cokece.co.uk/trade-suppliers](https://www.cokece.co.uk/trade-suppliers) and partially reproduced here for reference.

If the conditions are duly complied with, CCEP shall pay all correct invoices five (5) days after the end of the calendar month following the date from the date of the invoice except as specified otherwise in the purchase order or purchase order acknowledgment. List of such exceptions are available at the following link: [https://www.cceo.com/pages/12_pt Exceptions GB](https://www.cceo.com/pages/12_pt_exceptions_GB)

If the payment date is a weekend or a public holiday, payment shall be made on the next working day following the weekend or public holiday. You agree to show VAT, where applicable, on all invoices issued to CCEP.

I understand that the updated General Terms & Conditions will become effective from the next purchase order onwards.

__________________________

Company Name:

__________________________

Signatory Name:

__________________________

Signatory Title:

Date:
DON’T GIVE AWAY THE CROWN JEWELS

*image courtesy of Google Images*
GOOD THINGS TAKE TIME