



THE GARDEN APPROACH



A STEP-BY-STEP ON BUILDING LONG-TERM RELATIONSHIPS WITH CLIENTS

It's not about going in, closing a sale, and simply leaving. Sales are about building a relationship with your clients, which involves trust and understanding. To comprehend how to actually build a long-term client relationship we have to understand The Garden Approach. This approach treats sales and relationships as a garden that must be taken care of every day, must be introduced to modifications every once in a while, and has basic needs that must always be met.

Till the Soil

First thing's first, we have to lay out the groundwork of your sale. We need a problem and a direct solution. The problem, of course, needs to come from an understanding of your client; you need to listen to what they need and present a solution that makes sense for them.

Plant the Seed

The seed represents your solution that will grow each day to contribute to your client. This step involves going into the technicalities of your solution – if it needs a specific process, if it has established goals, an established timeline – every detail that your client needs to know.

Water

Watering our plant will be the equivalent of giving your client confidence in what you are offering. This is an everyday thing, it requires commitment and a daily reminder of why you are doing this. It entails explaining and demonstrating why they need to pick you, why you are different from anyone offering a similar service, and why this solution makes sense for them in particular.



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Sunlight

This one is similar to watering your plant. It symbolizes the trust that is built every day, or every meeting with your client. People buy from people they trust, so give them the opportunity to trust you as a real person with knowledge in the field, with experience, with the tools needed and as a partner in growth.

Fertilizer

The seed can be good on its own but it needs soil with the right ingredients and conditions for it to flourish. Your company is the soil, therefore your clients need to understand that you are the perfect ground to lay the seed on. Your clients need to understand your 'why', they need to know where you come from, what has given you enough experience to solve the issue and why you are the perfect match for them.

Important Skills to Develop

Active Listening

Not only does your client need to understand you and your company, you also need to understand where they come from, their values and aspirations. To build trust, you have to make them feel heard and understood.

Adaptation

When owning a business you need to understand how to adapt to the new trends in the market. You will sometimes need to adapt to your audience, and in order to do so, you need to be mentally flexible and welcome the new knowledge.