

Say Yes to Next

Sales Kickoff
2022

Sales Kickoff 2022

Trusted Advisor

February 2022



Trusted Advisor

- A **Trusted Advisor** is a company/individual who is given a seat at the client's table, considered as a strategic partner rather than just another vendor, and participates in the decision-making process.
- By increasing client experience through value-add, rewards, empowerment, trust is established in the brand, product and people, resulting in loyalty and advocacy.



Building trust is a process.
Trust results from consistent
and predictable interaction
over time.

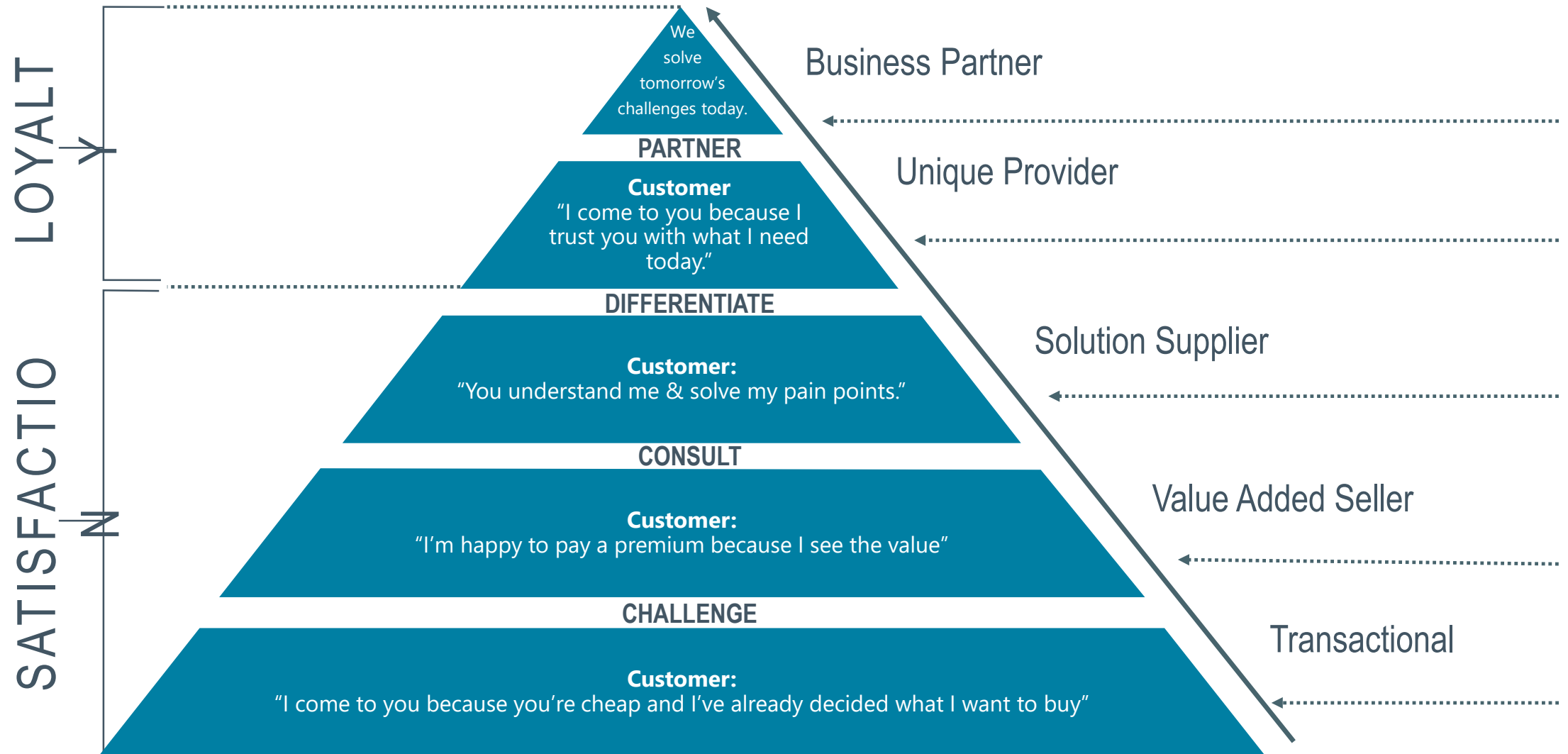
– Barbara M White



Customer Journey



Customer Relationship Evolution



Trusted Advisor

Approach

Establish credibility through conversation and commitment

Shape client's thinking

Place SYSPRO in pole position to win work

Insightful conversations rather than presenting information

Long-term sustainable relationship built on trust

Benefits

Confidence in leadership capabilities

Relationship translate focusing on bottom line results

Turn client-vendor transactions into meaningful valued partnerships

Create evangelists who freely endorse you and acts as a reference for your business

Increase client retention and opportunities with current clients



Thank You

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