

Digital Rapport® Secrets

How to connect, influence and inspire In The Digital

Combining web psychology, emotional intelligence, personal development, human behaviour, spirituality and digital business - to connect, influence and inspire in the digital age both on and offline.



Brought to you by Digital Rapport® / Jatinder Palaha

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Digital Rapport® Podcast

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For any business to survive today, it needs to do more than just make sales. As a business owner, you need to build long-term relationships with your customers.

People like to interact with their favourite brands on social media and elsewhere online. They want to feel like the brands they buy from are trusted friends and helpful experts, not just marketers trying to make money off them.

This is why Selling Through Digital Rapport® is so successful. It puts the customer at the centre of the entire marketing process, making them the focal point instead of just focusing on sales. By using this method, you can gain lifetime customers who buy from you again and again, and become your biggest brand advocates.

If you're stuck in the traditional sales funnel and not seeing the growth you want, then Digital Rapport® Secrets is the path forward to success.

Digital Rapport® Secrets

Digital Rapport® Secrets addresses the journey your customers take throughout their experience with you. It's a holistic and organic approach that more accurately reflects your relationship with your prospects and customers.

You're probably familiar with the sales funnel. This is a model that brings prospects into your orbit where you can learn about them and pitch offers to them. Through successive offers, you qualify these leads and learn which are likely to buy and which aren't.

The key difference between the funnel and Selling Through Digital Rapport® is that instead of a filter that ends with a paying customer, the Selling Through Digital Rapport® model retains qualified leads AND nurtures customers post-purchase. That mentality enables you to turn more leads into customers and to turn customers into repeat buyers and loyal brand advocates.

In today's highly competitive digital landscape, you need to create a relationship with your customer that's personal and long-term. Digital Rapport® Secrets shares to do exactly that.

There are five key reasons why Selling Through Digital Rapport® is more effective than the old sales funnel approach.

Meet Your Customers Wherever They Are

The entrance to the sales funnel is a single point in the customer's experience. It's at the stage of awareness, when they're looking for a way to solve to their problem and first encounter your solution.

But the reality is that a customer can come to you at any point in their buying journey. With the sales funnel, you lose people who are not at the exact point you're aiming for.

A customer might already know who you are. They may already be interacting with you online somewhere. Rather than the initial awareness phase, they might already be deep into considering options, at the stage where they need to be inspired to make the purchase. If so, you need to meet them here and start encouraging them to make a buying decision.

A customer could also be a repeat purchaser. Maybe they've already bought from you in the past and now they're coming back to see what else you offer. The sales funnel doesn't take into account that someone may already have a relationship with you.

The Selling Through Digital Rapport® Model is more flexible when it comes to sources too. A lead might have found you by reading an article or blog post. They may have found you through a Google search or an email message. A referral from a friend or an encounter at an offline conference may have brought them to you. Your marketing model needs to take this into account.

Action Steps:

Where are the majority of your customers coming into your sales funnel? How would the Selling Through Digital Rapport® Model better serve their needs?

Create a More Flexible Path for Your Customers

The sales funnel gives your leads two directions to go: Down the funnel or out of it. It doesn't offer much in the way of choices, so if you've done your marketing right, they'll sail right through and make the purchase at the end.

But the flexible path that Selling Through Digital Rapport® gives your audience is its strength. A person can move through your marketing in different directions, not just from top to bottom. This is a more valuable experience for them.

The three secrets phases Digital Rapport® are:

Connect – This is where you provide information and learn about the person's needs to see whether you can help them. Both parties are just getting to know each other.

Influence – At this stage, you help the person make their purchasing decision and encourage them to take action.

Inspire – This phase is where you start to really build a long-term relationship beyond the first sale. You reach back out to the customer to see whether they're happy and what else you can do for them.

In this model, a person might move back and forth between the stages, rather than straight down to the purchase. It works because a lead's needs may change during this time and you can adapt to the changes and still meet their needs.

Action Steps:

How can you apply the three phases of Connect, Influence, and Inspire to your current marketing plan?

Nurture Leads in a More Organic and Personal Way

Because of the flexibility and support it offers, the Selling Through Digital Rapport® nurtures leads in a more organic and personal way, and that's absolutely essential today.

People don't like to feel like a number. They don't want to be "marketed to," and they can tell when it's happening. What they want is someone who responds to their needs and gives them personal attention.

Traditional marketing methods don't provide that. The sales funnel is a one-size-fits-all approach. It's effective in certain situations, such as a one-time promotion where you want to sell but also gather data about your target market. There are times when its simplicity is a virtue. But in general, if you want to build truly long-lasting relationships with your customers, you should be offering real human interaction.

Using Digital Rapport® Secrets, you can get to know your market well and allow them to get to know you too. Your audience will have access to your entire range of products and services. It's a much more authentic approach.

Action Steps:

How can you make your approach to your customers more personal?

Build Long-Term Relationships

The sales funnel ends when a customer makes their purchase. You might keep them in your orbit through something like email marketing to let them know about future offers. You may give them upsell and cross-sell offers. But you're not paying them the same level of personal attention any longer, and that's when you lose their interest. Selling Through Digital Rapport® on the other hand is focused on repeat sales and lifetime loyalty.

It costs much more to raise awareness and advertise to new leads than to market to your existing customers. This long-term strategy allows you to use the relationship you've already built to get more sales, which is a much more cost-effective approach.

This really takes off after the first sale in what's known as on-boarding. Businesses thank their purchasers with exclusive deals or freebies. They offer loyalty and referral programs. Depending on the type of product, the company may offer support and learning opportunities to help the buyer get the most out of their services.

All of this contributes to deepening your precious customer relationships, which are the backbone of the Selling Through Digital Rapport® Model.

Action Steps:

How much does it cost you to nurture one lead to purchase? Consider the ways you would benefit from increased customer loyalty.

Stay Engaged with Your Customers and Build Loyalty

Digital Rapport® Secrets is all about engaging people at each stage: as they discover your brand, explore your products, make a purchase decision, and seek support post-purchase. The more you keep them engaged, the better results you'll get.

To put it simply, engaging means giving people something to do so that they can interact with you directly. Engagement deepens your relationship and helps to make you the natural choice when the customer is ready to buy. It also gives you a chance to learn a great deal about them. Through engagement, they feel like they're part of your brand, not just a figure on a sales chart.

Engagement includes everything from daily communication through social media or email marketing, to online communities, offline events, and learning opportunities you offer such as webinars or tutorials. A strong Selling Through Digital Rapport® strategy offers various levels of engagement at different stages of the customer's lifecycle.

Here are some ways you can engage with your customers:

- Start conversations on social media. Write a post and ask your audience a question or get them to share their own ideas.
- Follow up with customers who just made a purchase to see whether the product met their needs.
- Offer educational opportunities where you share your expertise or teach people how to use your products so they get better results.
- Give your audience surveys, polls, games, or activities to do.
- Create a vibrant online community where members of your audience can

interact with you and each other.

- Create content that's surprising or delighting, such as an intriguing story that gets people to keep reading to see what happens next.
- Present a challenge where your customers get to create their own content that's related to your brand or your industry.

Keep your audience interacting with you. This is the engine that keeps Selling Through Digital Rapport® moving.

Action Steps:

Brainstorm ways you can keep your customers engaged at each stage of the process.

Are you ready to start putting Selling Through Digital Rapport® to work for your business? The above methods can turn your leads into lifetime brand advocates. If you'd like to learn more, I'm offering a full course that teaches you how to do it step-by-step. [Click here](#)

Part 2

The idea of selling is something that makes many of us uncomfortable. It calls to mind the image of a used car salesman or internet marketer using tricks to try to make money off hapless consumers. However, sales skills are a must-learn in any kind of business.

You have something wonderful that the world can use, but how do you “sell” it when the very idea makes you want to cringe? This negative association is a major hurdle for solo entrepreneurs, freelancers, and small business owners to overcome.

But the truth is that “selling” is a natural part of getting your product or service out to the world. Everything needs to be sold. Think for a moment of a non-profit charity that you know. They’re not pushing a product but instead trying to make the world a better place. This still requires “selling” to get donations.

Fear of selling is totally natural, but you have to overcome this block if you want to be successful. Here are five easy ways to adjust your mindset so you can get out there and sell with confidence.

You're Building Relationships

We usually imagine that a salesperson is driven by the desire to make a sale. But a much better motivation is the desire to get to know someone and build a relationship by helping them solve their problems.

You can mitigate the uneasiness about selling if you go into your sales interactions with different expectations. You naturally feel nervous when you think, "I have to sell. I have to convince the customer to buy my product."

Instead, get into the habit of thinking like this: **"I'm going to get to know this person. I'm going to learn about the problems they face and then see if my product can help."** When you approach it this way, you'll not only be more genuine and helpful, you'll also relieve the pressure to sell.

The idea is to focus on the customer and their problems rather than on yourself. If the whole sales process is about them and not you, this also makes the sale more likely to happen.

You'll show the product and explain it, and the customer will ultimately decide whether to buy or not. You're not a salesperson but a communicator, explaining the product and answering the prospect's questions so that they can decide whether it's for them.

You're not "getting" the sale. Rather, the customer is getting the benefits of your product or service. Go into it with an open mind, expecting only to get to know someone and introduce your product.

Action Steps:

How do you feel when you're getting ready to meet a prospect? Change your mind set by preparing simply to meet someone new and see whether you can help them.

Quit Talking and Listen

When you picture a “salesperson,” you probably imagine someone who spins your head with a fast and furious torrent of words. If they give the prospect a moment to think and consider, they run the risk of losing the sale. This is how high-pressure sales works, but this is not the approach you’re going to take.

In order to get to know the prospect and determine whether your product or service meets their needs, you’re going to need to do a great deal of listening. The person will tell you everything you need to know if you just pay attention.

Listening is a learnable skill and here are tips on honing it:

Keep It Slow. Don’t be afraid of silences. Give the prospect plenty of chances to talk. Don’t talk because you’re nervous or you want to move things along. Keep it at the prospect’s pace. Remember that this is a conversation. You don’t want to overwhelm them.

Talk Less Than the Customer. You should be talking less than 50% of the time, and even less than that is better. When you do speak, you should be asking questions to help clarify the prospect’s needs and goals. The goal is to understand the potential customer, not to assert your own opinions or ideas.

Never Interrupt. Always give the person plenty of time to complete their thoughts and say whatever they’d like to say. If something comes to mind suddenly, take a note of it and say it when they’re done. Interrupting comes across as rude, and you don’t want your prospect to think you’re not being considerate of their time.

Eliminate Distractions. Don’t try to do something else while talking to a potential customer. Stay off your phone or other devices. Try to speak to the person in an environment that’s quiet and calm.

Check for Clarity. Repeat back to the person what they said in your own words or summarise to make sure you understood the main points. This is important because it shows you’re listening, but even more importantly, it

verifies that you understand what they're saying. By doing this, you can easily avoid any misunderstandings.

Listen to What They Don't Say. Pay attention to body language and tone in addition to the words the person says. You may be able to pick up some subtle indicators of how they feel that they're not saying.

Action Steps:

How is your listening now? For example, do you talk 50% of the time? Do you interrupt? Are you looking at your phone during conversations? Choose 1-3 from the above to improve.

Rejection Doesn't Exist

With sales, part of the deal is that some people will say no. One of the reasons people hate selling so much is the sting of rejection. But turn this mindset around to see "no" as a positive, and then there's nothing to fear.

Here is some good news: Rejection doesn't really exist. It's just your story about what happened. What actually took place is that the prospect told you that they're not interested in your offer right now, and there could be a million different reasons why.

Not the right match: It could be that the offer isn't the right match for them. Maybe they like the offer, but they're not in the market to buy now. Maybe they just need some more time to think and mull it over. It could be the perfect offer, but they're getting their needs met somewhere else and they're satisfied.

These are all legitimate reasons and none of them are a reflection on you. When a prospect turns down your offer, it's a reflection on their current situation and the offer itself.

Improve communication: However, it is possible that your skills as a communicator are a factor. You may not have explained clearly how the product can help them solve their problems. You can improve in this area.

Turn "Rejection" into a positive. You can also turn "rejection" into a net positive by realising that it's a great opportunity for you to gather feedback. If a person tells you they're not interested in your product, there's some reason why. Grasp that reason and you can use it to improve your offer and communication next time.

For example, a prospect might tell you they're not interested because they're using Company A's product and they're happy with it. Ask them why they're happy with it and this can give you a valuable insight into your target market's tastes. Maybe you can improve your product to help meet their needs better.

Ask “Why”? If a person says they’re not in a position to buy now, you could ask why. If the trouble is pricing, maybe you can offer a cheaper deal or a limited version of the offer. If many of your prospects mention price, this could be an indicator that you’re charging too much.

Once you see that rejection is nothing to fear, you can take a “no” much more easily. Use it as an opportunity to gather information to make improvements and push right ahead to the next encounter with a customer.

Action Steps:

How do you feel when you get “rejected” (or imagine it)? Choose 1-3 of the above strategies to employ when you feel this way.

A Sale Is a Collaboration

The proper sales mindset is not “us vs. them” where you have to push your product on a hapless prospect. Instead, you’re working together to find a solution. There’s no forcing anything and no battle of wills. You’re collaborating.

The prospect is looking for a way out of a problem they’re facing and you just might have the answer. Your job is to gather information from them, present them with evidence about your offering, and then work together to see if it’s a fit.

If it’s not a perfect fit, maybe there’s some way you can customise it so that it does meet the prospect’s needs. You might have another similar offering that’s a better match. Remember, your aim is to help.

If you approach it this way, you and your prospect are on the same side, working towards a common goal. This will take a great deal of the tension out of the sales process.

This approach also prevents you from treating the prospect like a number or a potential sale. One thing people hate about selling is the generic sales pitch and the feeling that salespeople don’t care about the customer’s needs. But this way, you see the person as the individual they are with the particular situation they face.

Interact in this way with your prospect in good faith and with good intentions, and you won’t feel like you’re “selling” at all.

Action Steps:

Reframe what you’re doing with your customer (that is, selling) as working together with them to find the right solution.

Lose the Sale and Gain a Relationship

In a high-pressure sales situation, the worst thing that could happen is that you don't make the sale. It means all of your effort was wasted. But if you can approach sales opportunities with a more positive mindset, you'll see this really isn't the case at all.

Let's recap. When you "lose" a sale, you gain valuable feedback by finding out why your offer wasn't a match. You also create a relationship with a person, even if they don't decide to buy from you today.

If you can help them in another way, you can gain long-term benefits. You give the customer value, and this turns them into fans, future customers, and hopefully lifelong advocates.

For example, you find out that the prospect isn't going to buy now. Maybe they don't feel that your product is for them, but they still have to deal with the problem they're facing. So instead, offer them some free content or resources that can help them in a way your product can't.

In fact, you could even introduce the prospect to a competitor. Your products don't offer the specific help the person needs, but those of another company do. Tell them about this other company and wish them well.

To a traditionally-minded salesperson, this must sound like the most insane idea on earth. Referring someone to a competitor? But it's a long-game strategy. What you're doing is helping the person out of the goodness of your heart, and they'll recognise this.

They left you for now, but they left thinking the world of you. When they do need what you have to offer, you'll be the one they come to.

What you've done is started a relationship on the right foot. The prospect now knows that you're here to help, and they are likely to tell others. All of this helps the reputation of your brand, which is more valuable than the single sale you "lost" today.

Every interaction is valuable, whether the person buys or not. When you understand this, you'll find your sales interactions much easier.

Action Steps:

What can you do for people that don't buy from you? Identify 1-3 other ways you can help.

Was this report helpful? If you like what you read above and found it useful, I'm also offering a **full course** that helps you uncover your blocks to selling, and discover ways to overcome them using powerful skills, so that you can sell with ease and self-assurance with the Digital Rapport® Secrets Online Course.

Want to learn more about how you can improve your sales skills and build long-term relationships? [Head over here](#)



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*With
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