



# **Becoming A (More) Consultative Marketing Professional**

**Learning Facilitator: Richard B. Green**

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It is said about **Richard Green** “There simply is no one better at building deep and lasting personal relationships with his internal and external customers than Richard. He is the consummate professional to which many, many sales people should aspire!”

Richard, prior to founding the RBG Group, LLC, was the Vice President Association Sales and Industry Relations. In that role he was responsible for increasing Marriott's visibility and market share through active involvement with clients and key industry associations such as American Society of Association Executives (ASAE), Professional Convention Management Association (PCMA), Association Management Companies Institute (AMCi), International Association for Expositions and Events Management (IAEE), and Destination Management Association International, (DMAI). Richard left his position at Marriott to form The RBG Group, a consulting company to provide services to associations and hospitality companies around issues effecting associations and meetings, and to help venues and destinations develop stronger client relationships.

## Disclaimer:

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# Reminders



## In this session you will...

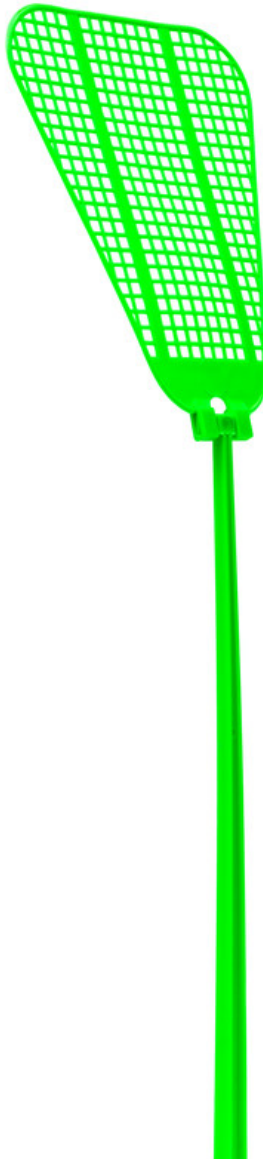
1. **Envision and determine**, using a SWOT-type exercise, the **unique aspects** of the learner's venue.
2. **Develop consultative skills** to ask, listen, and enact a clients' objectives.
3. **Assist stakeholders** create plans that promote the value of the event and venue.
4. **Advance initial and long-term trust** and relationships with clients.



## Keep track of

- what you learn or confirm.
- the impact of what you learn and the applications.

**SWAT**



Oh wait...







**What  
makes  
your  
venue  
unique?**

## **Identify “Strengths”**

**In each word cloud, write a strength of your unique venue and/or your marketing techniques.**



Identify Threats

See things differently:  
Turn Threats to  
Opportunities



# Fundamental of Trust:

**Consistency**  
**and**  
**Accuracy**  
**in promises and delivery.**

# Building Trust

- Short term
- Long term



# From Order Taker to Collaborative Marketer



We Shape  
Your Ideas





# A Facilitated Guide to Using Consultative Skills

- A client comes in with ideas you've never done before or with no ideas except to order 'off the menu'\*.
- Your first reaction is ...?

\* B7 for breakfast, L15 for lunch ...

# A Facilitated Guide to Using Consultative Skills

- A client comes in with ideas you've never done before or no ideas.
- Your first reaction was ...?
- **Now** use your improvisational skills and have a different conversation.

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BE FLEXIBLE



## Now what?

**Write 2 or more steps based on the discussion.**



## **Possible steps you can take:**

- **Practice improvisation techniques!**
- **Ask open questions.**
- **Probe for the unstated objectives.**
- **Mutually, with customer, define next steps.**

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## RESOURCES

- Rules for Revolutionaries – **Guy Kawasaki**
- True North: Discover Your Authentic Leadership – **Bill George & Peter Sims**
- Selling the Dream – **Guy Kawasaki**
- How to Drive Your Competition Crazy: Creating Disruption for Fun and Profit – **Guy Kawasaki**
- Drive: The Surprising Truth about What Motivates Us - **Daniel Pink**
- The Leaders Guide to Storytelling: Mastering the
- Art and Discipline of Business Narrative – **Stephen Denning**

**“We must trust our own thinking. Trust where we're going. And get the job done.”**

~~ Wilma Mankiller