

The Relate, Learn, Solve Growth Model™

IT'S ALL ABOUT THEM...

...AND HOW YOU CAN HELP
ONCE YOU UNDERSTAND ...

RELATE
(35%)

LEARN
(50%)

SOLVE
(15%)

TRUST, CREDIBILITY, & RAPPORT

- HOW THEY THINK
- HOW THEY COMMUNICATE
- WHAT THEY VALUE
- THEIR PERSONALITY STYLE

... **GETTING TO KNOW THEM**

ISSUES, CHALLENGES, OPPORTUNITIES

- WHAT THEY NEED
- WHY THEY NEED IT
- WHY IT IS SO IMPORTANT AND CRITICAL TO THEM
- BUSINESS IMPLICATIONS OF SUCCESS OR FAILURE
- OVERALL BUSINESS DRIVERS

... **GETTING TO KNOW MORE ABOUT THEIR BUSINESS**

BEING THE TRUSTED RESOURCE

- PRESENTING SOLUTIONS
- PROVIDING ANSWERS
- SERVING CLIENT SPECIFIC NEEDS

... **OFFERING ACCESS TO SOLUTIONS THAT HELP WITH THEIR BUSINESS CHALLENGES**