

The GIRI System

A Definitive Snapshot

To be successful in sales you have to be successful in developing one-to-one relationships. Our success with one relationship allows that person to comfortably bridge your relationship with a person completely unknown to you. **Six Degrees of Separation** is the principle that supports the idea that we are all connected. Simply put, we are all within six contacts of meeting anyone we want to work with. Consequently, the basis for the most “effective selling” is a previous relationship and/or previous client success. It is the foundation for building a sales network. It allows you to build a client base far more readily because you are more comfortable. When you are more comfortable your ability to become more aware increases. It is awareness of opportunity that provides the opportunity to sell.

Look at prospecting like trout fishing: Trout are smart and difficult to catch, therefore prized. Sales leads and opportunities are as elusive as the trout. This is an exciting process. You need to understand from the mentality of the Fish, not the Fisherman. You need to present from the Fish's thinking not the Fisherman. Here's how the GIRI System looks and how it can help you fish like a pro:

Limiting Approach – Cold contact is reinforced by leaving behind literature which the client normally does not read or look at unless a need was created.

Pro-Active Approach – Involves the following:

- A.) Sourcing as much background information on the potential client prior to any contact
- B.) Learning an identifying potential client needs and problem prior to any contact
- C.) Matching client needs and ideals with your company's ability to solve those needs and devise tools that will fit into the resolution of those needs.
- D.) Implement the first contact to anyone that you have an association with who can deliver you to the targeted account.

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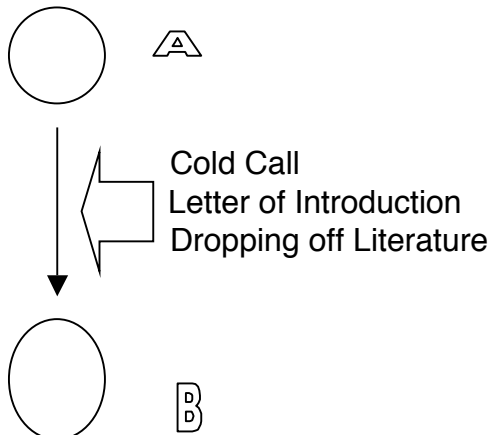
Definitions: “**A**” is you. “**B**” is the client you want to do business with. “**C**” is a person that you know or a person you have done business with. The key ... most everyone you know is a “**C**.” They are either small “c’s” (know only a few people) or capital “**C**’s” (they know tons) of people). The key is to look at everyone you know as a “**C**”.

The Comparison – Cold Contact vs. GIRI

Odds

Cold Contact

99%: Failure Rate
1%: Success Rate

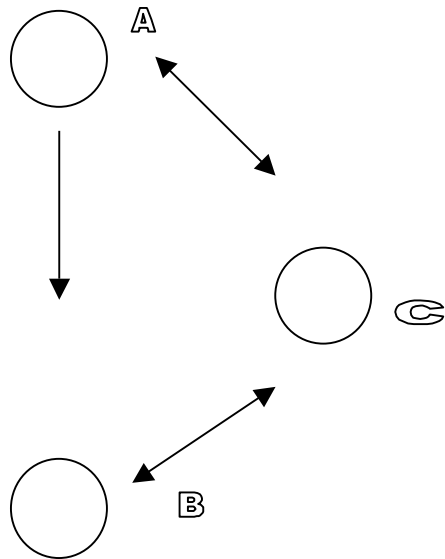


Potential Contact

GIRI Method

The Comparison – Cold Contact vs. GIRI

Cold Contact



Potential Contact

Odds

7%: Failure Rate

93%: Success Rate

“C” – Introduces

But the key to GIRI is “C’s” ability and willingness to guarantee “A” to “B”

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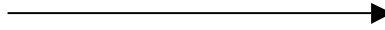
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Effective Sales Person's Mindset and Characteristics

The Idea is to move down the scale – From Passive to Pro-Active

Passive
(Amateur)



Pro-Active
(Professional)

- An Amateur – Operates in passive mode hoping things will happen (Reactionary)
- A Professional – Operates in Pro-Active mode by initiating actions that will cause sales to occur.

The “Tie” – In

Under the GIRI method, when person with credibility (“C”), guarantees the sales person, it is simply an **Indebtedness Introduction**. You have now created 3rd party credibility, i.e. borrowing credibility of “C” with the decision maker “B”. This action “ties” you into the potential client with the same connection you spent days, months, year’s developing with person “C.”

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The GIRI Magic

Phase I – The Transfer

Present client or associate “C” used in introducing phase is providing a Guarantee in this scenario by:

- a.) Borrowing “C” credibility
- b.) “C” guarantees “A” that it is o.k. to share needs and ideals as well as areas where the potential need client is currently being blocked.
- c.) O.K. to address important and critical issues. Most new clients do not want to share information due to lack of trust. The above method involves borrowing trust of “C” by personal guarantee of “C” (already accorded). This practice is called the Imprimatur the “official approval.”

Phase II - Reposition Yourself

Lead in statement – “our mutual co-hart (“C”) has shared some insights but I am interested in hearing from you directly, can you please share ...

- In this example, borrowed TRUST is already transferred from “C”
- As you develop your own TRUST always keep “C” informed
- In Japanese business, the “GIRI Process” is cultural.
- It is an engrained system of habits, beliefs and attitude.
- As “B” wins with your product or service they now move on to become a “C” for your next big selling opportunity.

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Phase III – GIRI Thought Process

The GIRI system is also known as **Root Intertwining** or **Nemawashi** in Japanese.

Questions

- How do you build or bring more of your contacts into you vision, your ideals?
- Internal dialogue ... *“What company/client do I want to work with – who do I know that may also know them? What companies have I had the most success with – who might they know? Who like me has the same challenges?”*
- Who are the top 6 - targeted accounts for me?
- How can I help my “C’s” narrow the field of their contacts?

Actions

- Constantly draw credibility of
 - Your company
 - Other sales people
 - Past success
 - Think of relationships as “C’s”
- Never leave printed material behind unless
 - It connects to or validates “C”
 - When the result is a connection is made but to an internal champion who can lead to the true decision maker
 - Your internal champion needs it to help tell the story to other company employees

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Date	Targeted Client/Prospect	GIRI Contact 1	GIRI Contact 2	Made

Notes
