

GBA – 2023 Fall Conference



The banner features the word "ELEVATE" in large blue letters with a green triangle above the "V". Below it, "Geoprofessional Value" is written in green. To the right, two construction workers in hard hats and safety vests look up. Further right, the text "2023 FALL CONFERENCE OCTOBER 17-19" is displayed in blue, followed by the "GBA" logo and "GEOPROFESSIONAL BUSINESS ASSOCIATION" in green and blue.

**Elevating Geoprofessional
Value Through
Know, Like, and Trust**

Kevin Knebl, CMEC, HCC
Executive Coach & CEO
Knebl Communications, LLC



A headshot of Kevin Knebl, a middle-aged man with grey hair, smiling, wearing a dark suit jacket over a blue shirt.



kevinknebl.com

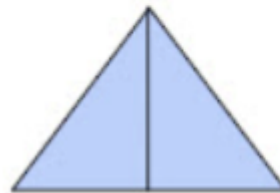
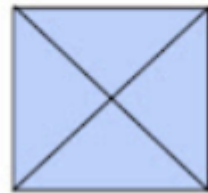
Build Relationships On Actions

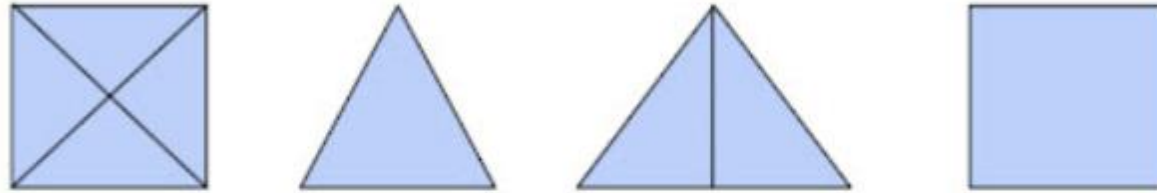
- All things being equal, people will do business with and refer business to those people they **know, like and trust**. – Bob Burg
- To build trust you must demonstrate your professionalism, integrity, caring, and knowledge over time.
- To show you care and in order to get close to people, do inexpensive, unexpected, and **thoughtful acts** for other people based on the information they've shared with you.



Three examples of an insight moment

1. Tell me, what are these diagrams?





Does it help if I tell you they are each a view of the same object, from a different angle?

They are drawings of a pyramid, as seen from the top, from different side angles and from the bottom.

Once you see it, you see it. That's an insight moment.



2. Can you see the arrow in this FedEx sign?





kevinknebl.com

Relationships are Everything

In today's world you need these three things:

- 1) A method to build **positive** relationships
- 2) A **clear and compelling** Social Media presence
- 3) An understanding of how best to use technology to **create, nurture, and deepen** relationships



What is Networking?

- Networking is the **cultivation** of mutually beneficial, give-and-take, win-win relationships.
- We are not dependent *on* each other; nor are we independent *of* each other; we are all interdependent *with* each other.
- Each of us has a personal sphere of influence of about 250 people. And so does every person we meet.



What is Social Networking really?

- Social Networking is the use of technology combined with social interaction to create or co-create value.
- In a way, the definition doesn't really matter nearly as much as the application and changing role of networking relationships in a more interconnected world.



Fast and Profitable Growth



Facebook has over 2.96B members is valued at over \$911B



LinkedIn has over 950M members and is valued at over \$30B



Twitter has over 354M members and is valued at over \$15B

- Social networking is driven by User Generated Content (UGC)



Four Fundamental Relationship Truths

- 1) Without meaningful dialogue there is no relationship.
- 2) Where trust and rapport are strong, relationship pressure will always seem weak.
- 3) Where trust and rapport are weak, any relationship pressure will always appear strong.
- 4) The more you learn about your prospects, clients, co-workers, networking partners, etc. the more likely you are to have positive relationships with them.



Your goal is to have strong, positive relationships with the key people in your business life because that's what leads to your long-term success.



High-Tech/High-Touch Social Selling & Relationship Marketing System

There are the only three principles you must deeply understand in order to achieve whatever it is you're trying to achieve in terms of your business results....



Identify the Individuals

1. You need to have the ability to identify the individuals who are in a position to do business with you and/or refer business to you. Notice that I'm not using the word "prospect". Prospecting is for amateurs.



Start a Conversation

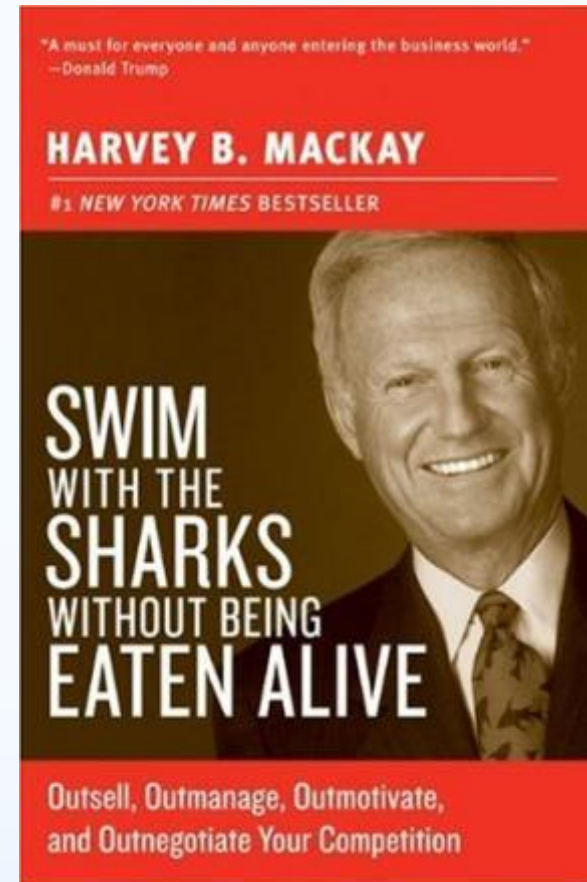
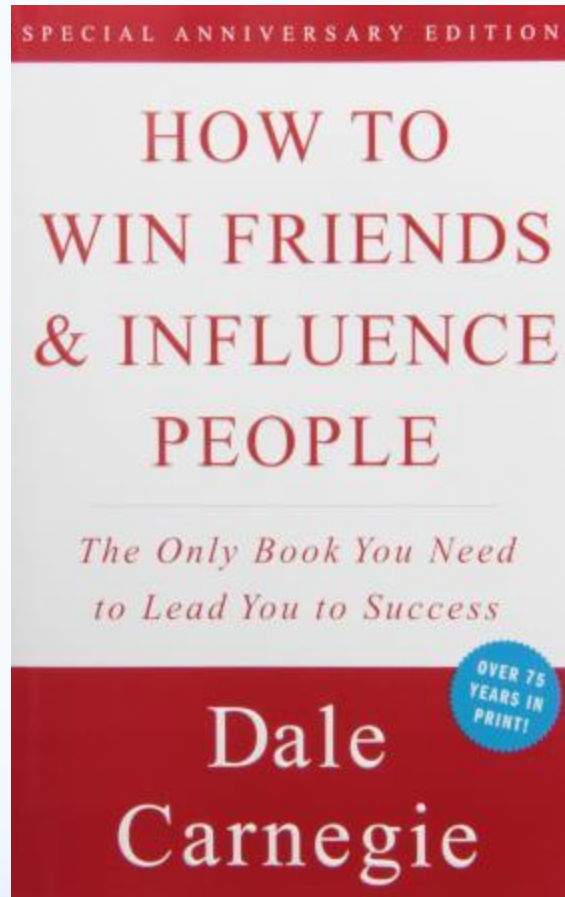
2. You need to have the ability to start conversations with the individuals who are in a position to do business with you and/or refer business to you without getting the door slammed in your face. Notice that I use the word “conversation” not “sales pitch”. Sales pitches are for amateurs.



Nurture and Deepen the Relationships

3. You need to have the ability to nurture and deepen the relationships with the individuals who are in a position to do business with you and/or refer business to you in a manner that's never slick or salesy which causes them to know you, like you, and trust you so that when they're ready to do business with you and/or refer business to you, they actually want to do business with you and/or refer business to you. Notice that I don't say that you need to "check in" or "follow up" to stay top of mind with them. "Checking in" and "following up" are for amateurs.





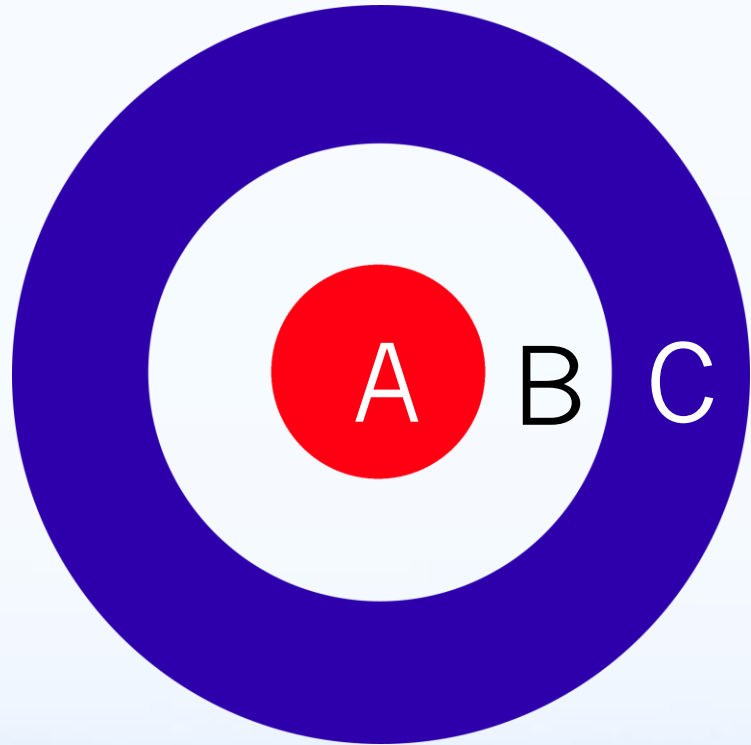
kevinknebl.com

Mackay 66

- **Education:** Where? When? Activities?
- **Family:** Spouse? Children?
- **Business/Career:** What? How long? Goals?
- **Special Interests:** Clubs? Politics? Causes?
- **Lifestyle:** Favorites? Hobbies?
- **Relationship with you:** Win-Win? How can you help?



High-Tech/High-Touch Relationship Marketing System™



Categories:

A = 10-25 people

B = 10-25 people

C = 10-25 people

Touch Every:

A = 20 days

B = 40 days

C = 60 days

Touches:

1. Email
2. Personal Note
3. Phone Call
4. Drop By (if possible)



kevinknebl.com

Thank you!

Kevin Knebl CMEC, HCC

Social Selling & Relationship Marketing Specialist

Int'l Speaker/Author/Trainer

Massive Success Coach

“High Tech + High Touch = Much Higher Success” ツ

Knebl Communications, LLC

www.kevinknebl.com

kevin@kevinknebl.com

Skype: kevinknebl

719-650-7659



kevinknebl.com