

BE YOUR CLIENT'S CHAMPION

LEON BAUMANN

SENIOR ACCOUNT EXECUTIVE AT DELL



Be Your Client's Champion

Leon Baumann
Client Champion
Dell Technologies





Client = Champion



DELL Technologies
EMC²



ORACLE

EAT•N

Wharton
HARVARD
Kellogg



Be Your Client's Champion

Today's Goal

**Help YOU help YOUR
Clients**

Uncorrected Proof

McCarthy Books
Thatchwell Street, London SW7 1LX

One small suggestion...
I'd change the title.
It's not about me.
It never was.

Ted

Introductions

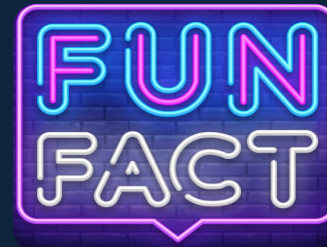
- 3 minutes
- Find a partner



What is your name?



Where are you from?



Something unique?



Why you came to the Summit?



2023 | SALES
SUCCESS
SUMMIT

The logo features the text '2023 | SALES SUCCESS SUMMIT' in white, stacked vertically. The year '2023' is on the left, followed by a vertical line, then 'SALES', 'SUCCESS', and 'SUMMIT' on separate lines. The logo is set against a large, semi-transparent orange hexagon. Surrounding this central hexagon are four smaller hexagons: a light blue one at the top, a white outline one at the bottom-left, and two solid orange ones at the bottom.

**What can I do today, to
grow and become better
at what I do, to prepare
for tomorrow?**

Be Your Client's Champion



**Creating Friendships
instead of just
Customers**



**Human to Human
Helping**



**The Client Champion
Movement**

Exercise #1

- 2 minute to reflect & document
- 2 minutes to review with your partner
- 2 minutes to share



What have you done to help them?



How do you think that made them feel?



How did that make you feel?



What did you learn from that experience?



Reach out to them and thank them for that experience.

Clients are People



Prospects



Targets



Opportunities



Contacts



Human to Human Helping (H2HH)



Exercise #2

- 1 minute to reflect and document
- 2 minutes to review with your partner
- 2 minutes to share



What was the deal?



How did you find that “human element”?



What was the result?



How did it make you feel?



What is your relationship like with that (or those) customers as a result?

Salesperson = Trust?



Honesty

- Real Estate Agents: High/Very High rating at 25%
- Car Salespeople at only 8%
- Nurses at 84%



Words that come to mind

- 75% were negative words
 1. Pushy
 2. Untrustworthy



Rank?

- Most to least trustworthy
- Salespeople were the least trustworthy of 7 professions

Be Your Client's Champion

A decorative graphic consisting of four hexagons of varying sizes and colors. One large orange hexagon is the central focus, with a smaller light blue hexagon above it, a white outline hexagon to its left, and a small orange hexagon below it.

Untrustworthy?



~~Untrustworthy?~~ TRUST

- 1 minute to reflect and document
- 2 minutes to review with your partner

Exercise #3

- Buyer didn't trust you
- What did you do?
- What was the outcome?

- 1 minute to reflect and document
- 2 minutes to review with your partner

Exercise #4

- Buyer did trust you
- What were the results?

Client Champion

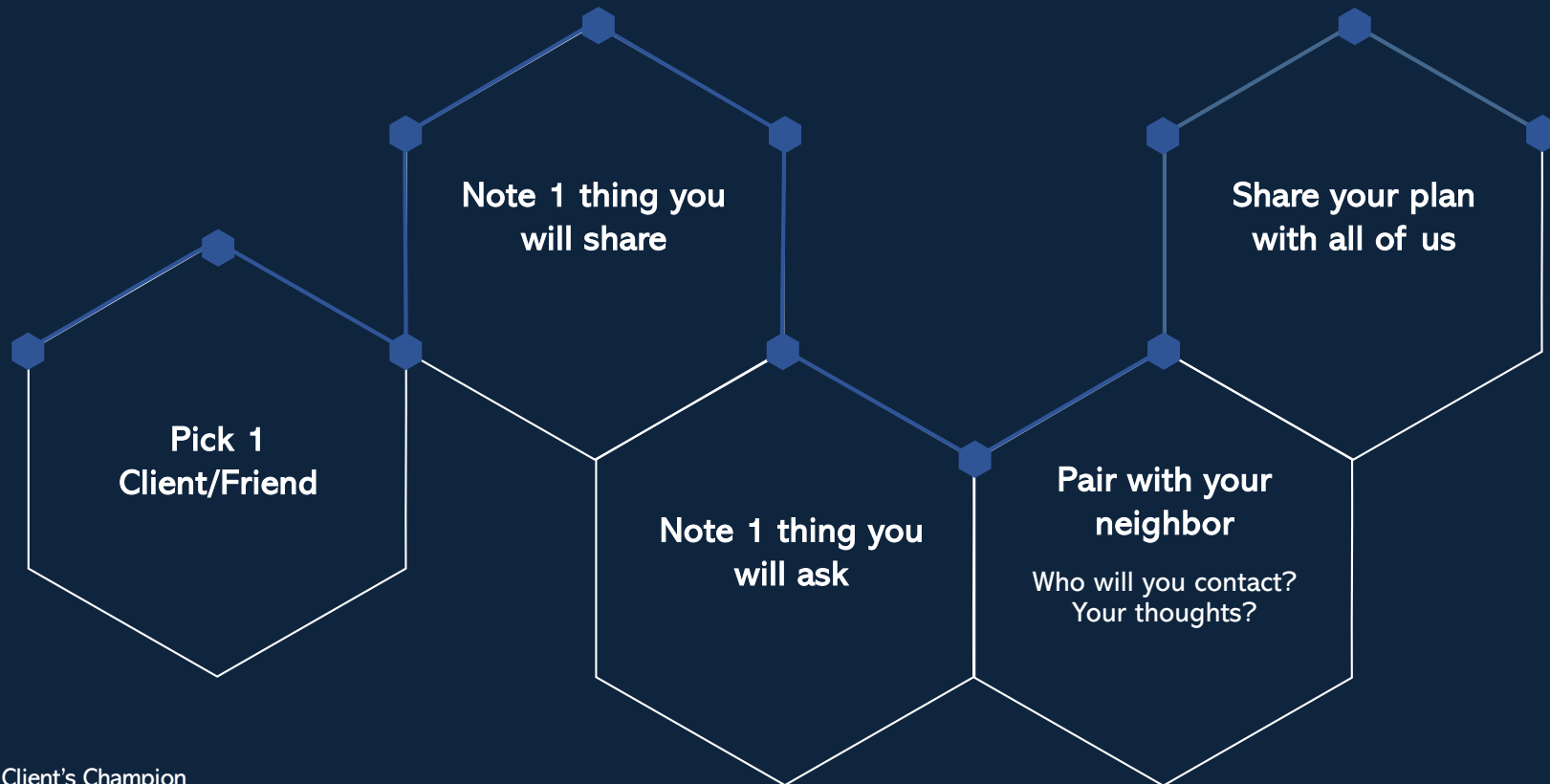
It is OK, you can trust me. I know that my profession doesn't always bring you a sense of comfort and trust, but I am different, and I have gone through a process to prove it.

<https://www.client-champion.com/>



Call to Action

- 1 minute to reflect
- 2 minutes to review with your partner
- Few minutes to share with group



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**Human to Human
Helping**



**The Client Champion
Movement**



Thank you

Leon Baumann

leon.baumann.hes@gmail.com

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Client \rightleftharpoons Champion 

Be Your Client's Champion

2025

SALES
SUCCESS
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