

DAVID WELLS

FIELD OF DREAMS

*Build Relationships...
and the Business Will Come.*

PROSPECT  RELATIONSHIPS  FOLLOW-UP

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PROSPECT   RELATIONSHIPS  FOLLOW-UP

THE GRAND SLAM

MORE MEETINGS. STRONGER CLIENTS. LASTING SUCCESS.

Field of Dreams

Build Relationships...
and the Business Will Come.

*"It's all about
relationships."
- David*



SNG
10

DAVID N. WELLS

PUBLISHER
SAMPLE NEWS GROUP



PUBLISHER

Sample News Group

Leads a family of 75+ publications across 4 states, connecting businesses and communities through trusted local journalism.



SAMPLE
NEWS GROUP



PRIMARY TEAM

The Pennsylvania Business Central

Including Women in Business and
Workforce & Careers.

PBC

The Pennsylvania
Business Central

Women in Business **Workforce & Careers**



CHIEF STRATEGIST

SNG Digital

A premier, relationship-based
digital marketing firm.

POWERED BY PA BUSINESS CENTRAL

SNGdigital
NEXT LEVEL DIGITAL



FOUNDER

CentralPAJobSource.com

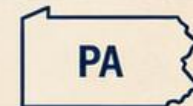
Connecting employers and talent
in Central Pennsylvania.

**CentralPA
JobSource.com**



CONSULTANT

In his spare time, provides consulting
services throughout the state of Pennsylvania.



FAMILY

6 children | 9 grandchildren



HOMETOWN

Happy Valley (State College, PA)



PEOPLE ★ RELATIONSHIPS ★ OPPORTUNITIES ★



What is the job of a salesperson?

SELL.

SELL.

SELL.

Not quite.

The job is to build enough TRUST to earn the opportunity to sell.



Relationship selling beats transactional selling

OLD MODEL

PROSPECT → PITCH → CLOSE

RELATIONSHIP MODEL

CONNECT → UNDERSTAND → HELP
→ EARN TRUST → BUSINESS

People may forget your pitch. They remember whether you understood them.

35+ YEARS IN THE FIELD



The tools changed. The fundamentals didn't.

THEN

Phone calls • print • handshakes

NOW

Email • social • digital • data

ALWAYS

Trust • credibility • relationships

Technology gives us more ways to reach people — not more reasons for them to trust us.



PROSPECT WITH PURPOSE

Your goal isn't to contact everyone. It's to find the right reason to talk.

1 RESEARCH

Know the company, person and situation.

2 RELEVANCE

Connect your idea to what matters to them.

3 REASON

Give them a reason to take the meeting.

EARN THE MEETING

Your first objective isn't the sale.

THE NEXT CONVERSATION

A good prospecting call creates curiosity, relevance and enough trust to continue.



FIRST INNING

EASE THEIR PAIN

Find the challenge. Then solve for it.

“People will come... to ease their pain.”

Every company has a pain point — a challenge, gap or frustration holding them back.

Your job is to uncover it and bring an idea that helps.

1 ASK

What is slowing them down?

2 LISTEN

What is the real problem behind the problem?

3 SOLVE

Offer the right solution — not just a product.



Questions open doors that pitches close.

- What's your biggest challenge right now?
- What would a successful year look like?
- What have you tried already?
- What could we do that would actually help you?



BUILD AUTHENTIC RELATIONSHIPS

Be interested before trying to be interesting.

LISTEN

Ask and hear.

REMEMBER

Know what matters.

HELP

Add value first.

CONNECT

Make introductions.



Make deposits before you make withdrawals.

DEPOSITS

- Help
- Introductions
- Useful information
- Recognition
- Reliability
- Listening

WITHDRAWALS

- Asking for business
- Asking for referrals
- Asking for favors

Don't constantly withdraw from an account you haven't funded.



Nobody wants another salesperson.

**They want someone who
UNDERSTANDS THEIR BUSINESS.**

Bring an idea. Share information. Solve a problem. Make a connection.

STORY CUE: Share a client relationship that started small and grew through trust.



MASTER THE FOLLOW-UP

Consistent follow-up keeps you top of mind — without becoming a nuisance.

TIMELY

Do what you said you would do.

USEFUL

Bring value, not another 'checking in.'

CONSISTENT

Relationships are built between sales.



A SIMPLE FOLLOW-UP RHYTHM

Stay relevant. Stay human. Stay remembered.



DAY 1

Thank you



WEEK 1

Something useful



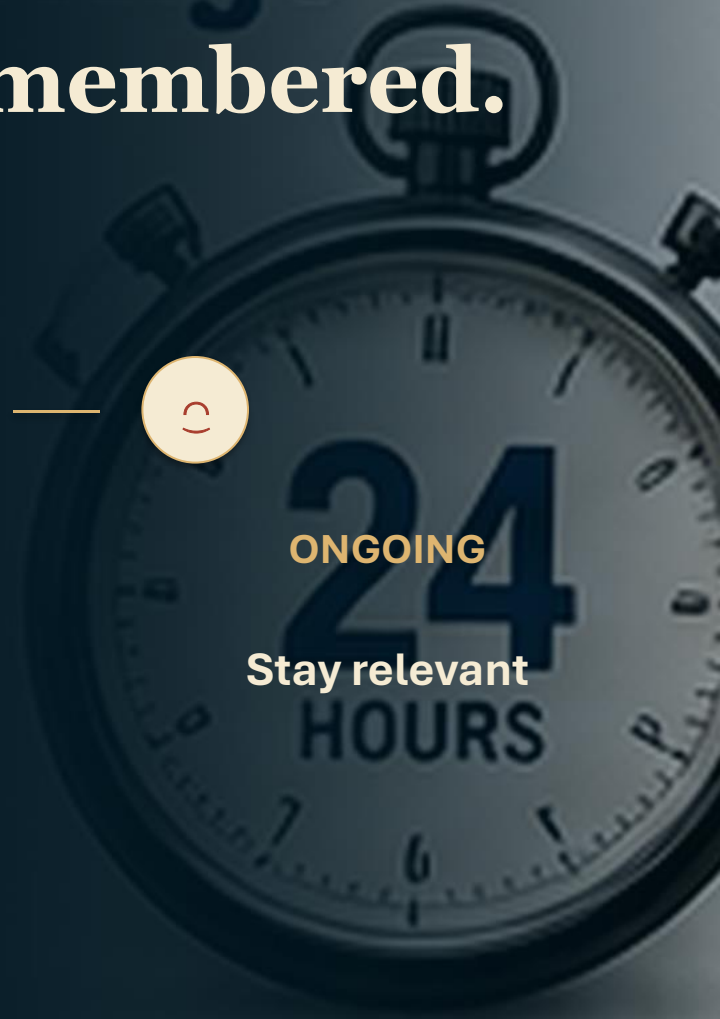
MONTH 1

**Check in with
purpose**



ONGOING

Stay relevant

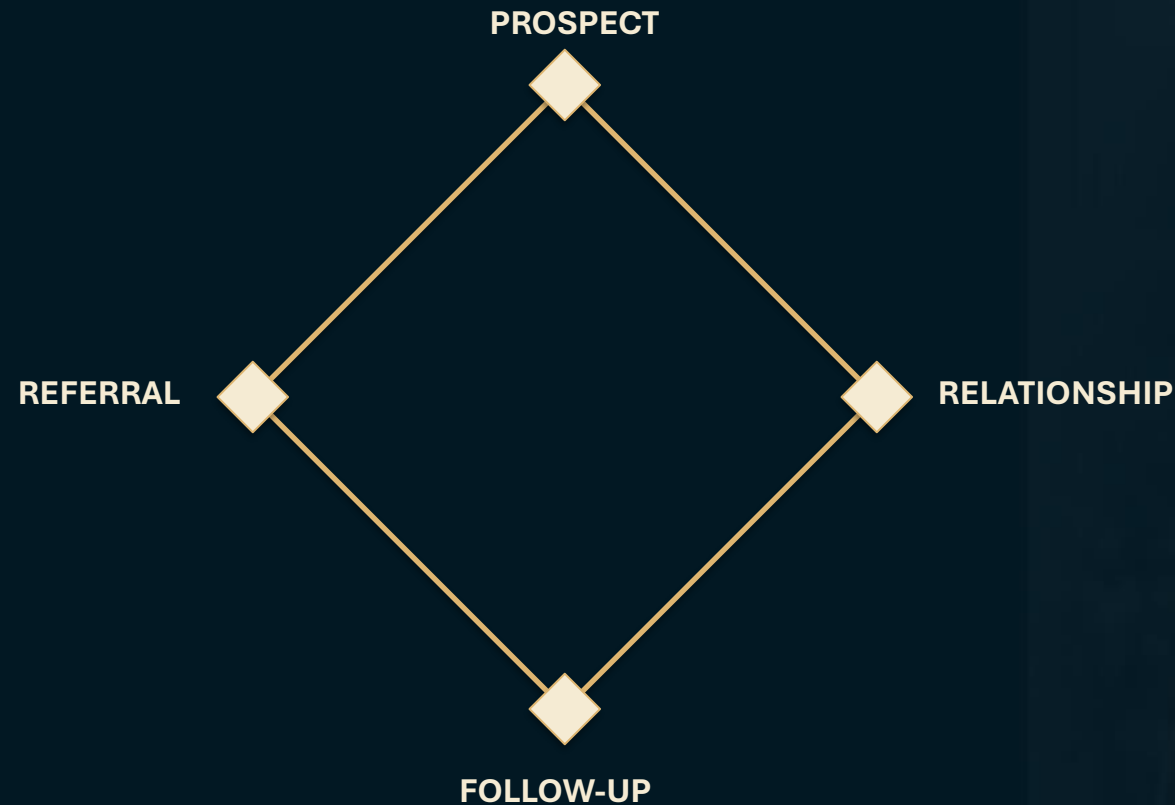




“Just checking in...”

- ✗ Just checking in to see if you've made a decision.
- ✓ **I saw this and thought of you...**
- ✓ **I have an idea that may help...**
- ✓ **I'd like to introduce you to...**

Put the whole game together



Purposeful prospecting + authentic relationships + consistent follow-up

And Now a Word from Our Sponsors...

What's all this about AI?

AI isn't here to replace you — it's here to help you play a better game.



HOW AI CAN HELP

- ✓ Research prospects faster
- ✓ Summarize industries & companies
- ✓ Create personalized outreach ideas
- ✓ Draft emails and content
- ✓ Analyze data and identify opportunities
- ✓ Save time on administrative tasks



WATCH OUT FOR...

- ✗ Generic, impersonal messages
- ✗ Inaccurate or outdated information
- ✗ Over-reliance on automated outreach
- ✗ Sounding like everyone else
- ✗ Missing the human context
- ✗ It can't build real relationships for you



THE DO's & DON'Ts

- ✓ DO use AI to be more informed
- ✓ DO personalize and add your voice
- ✓ DO use it to find insights and ideas
- ✓ DO double-check the facts
- ✗ DON'T copy and paste generic content
- ✗ DON'T let AI replace real conversations
- ✗ DON'T forget the human behind the data

Human Interaction

Is More Important Than Ever.

TECHNOLOGY OPENS DOORS.

PEOPLE BUILD RELATIONSHIPS.

AI
IDEAS
INSIGHTS
PRODUCTIVITY
OPPORTUNITIES



SALES
RELATIONSHIPS
RESULTS

Field of Dreams

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and the Business Will Come.

Success Story

PEOPLE  RELATIONSHIPS  OPPORTUNITIES  RESULTS

GOOD
PEOPLE
CREATE
GREAT
THINGS

Field of Dreams

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7TH INNING STRETCH

Let's Play Movie Trivia!

MOVIES
BASEBALL
DREAMS
LEGENDS
TRIVIA

IF YOU BUILD IT
HE WILL COME

**Cracker
Jack**

The Original



★ PEANUTS ★

PEOPLE

RELATIONSHIPS

OPPORTUNITIES

SUCCESS



The right to ask is earned.

“Who else should I be talking to?”

Ask after you've created value — not simply because you completed a transaction.

A strong relationship can create the next relationship.



WHAT WINNING LOOKS LIKE

More meetings. Stronger clients. Lasting success.

MORE MEETINGS

Because people know why you matter.

STRONGER CLIENTS

Because trust survives the transaction.

LASTING SUCCESS

Because relationships create referrals and repeat business.



Build one relationship.

Call one person you haven't talked to in six months.

And don't try to sell them anything.

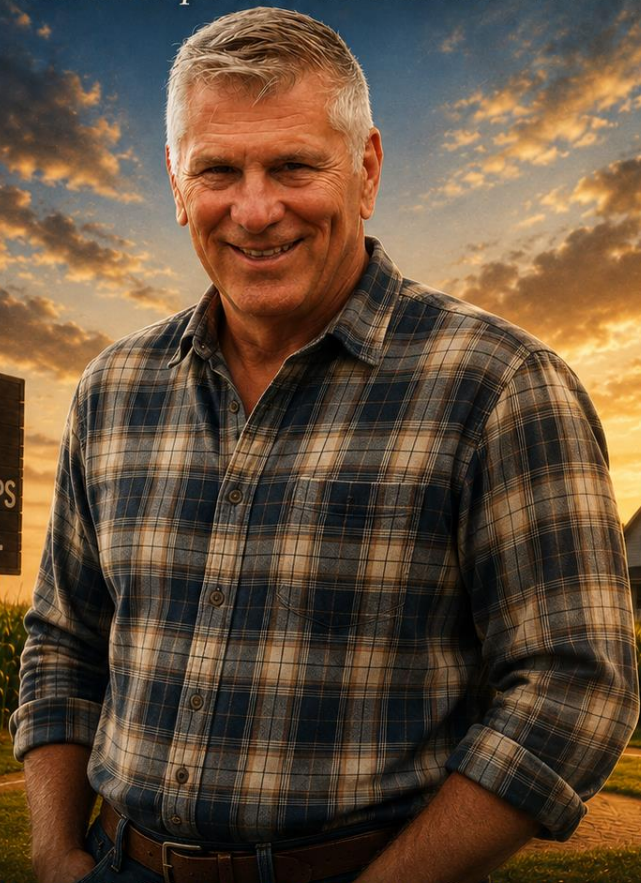
Listen. Reconnect. Help. Start there.



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WITH PURPOSE.

BUILD
RELATIONSHIPS.

FOLLOW UP.

*If you build these three things
consistently...
and the business will come.*

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