

The Harbor Guide Method

Chapter 5 Handout

Supporting — Quick Reference

What Supporting Does

Supporting protects everything you earned in Relating, Discovering, and Advocating.

Its purpose is simple:

Turn a sale into a relationship that produces the next sale.

If Relating builds trust

and Discovery creates understanding

and Advocating creates motion

then Supporting creates **loyalty**.

When Supporting Starts

Supporting starts **the moment an order is placed**.

Not when something goes wrong.

Not when they complain.

Not when they call you.

The buy is the trigger.

Every order is the customer saying:

“I trust you.”

Supporting is how you honor that trust.

The Four Support Responsibilities

Every support action fits into one of these four categories:

1. Enhance the Relationship

Keep the connection alive between orders.

Examples:

- Checking in without selling
- Remembering details about their business
- Showing genuine interest
- Being visible and available

Your goal:

Never let the customer feel forgotten.

2. Reinforce the Buying Decision

Help the customer feel confident they made the right choice.

Examples:

- Thanking them
- Expressing excitement
- Asking how it's going
- Highlighting wins or momentum

Your goal:

Remove buyer's remorse before it appears.

3. Manage the Implementation

Make sure the product actually succeeds in the real world.

Examples:

- Tracking deliveries
- Watching sell-through
- Checking placements
- Monitoring reorders
- Catching problems early

Your goal:

Make success predictable, not accidental.

4. Deal With Dissatisfaction

Problems don't kill relationships. Absence does.

When issues happen:

- Own the situation
- Translate what went wrong
- Set expectations
- Provide solutions
- Follow through

Your goal:

Be the calm, capable guide when things go wrong.

The Zone of Indifference

The most dangerous customer is not an angry one.

It is the customer who stops caring.

Supporting exists to keep accounts:

- Engaged
- Remembered
- Connected

Presence prevents indifference.

The 30-Day Rule

Every open account is contacted at least once every 30 days.

No exceptions.

This is not to sell.

This is to stay visible.

Visibility becomes trust.

Trust becomes growth.

Captain's Briefing — Supporting Worksheet

How to Apply Supporting to a Real Account

Account: _____

What did I last help them with?

What do I want this customer to feel after my next contact?

- Seen
- Confident
- Supported
- Curious
- Ready

Which Support Actions Will I Use?

(Check all that apply and write what you will do)

Enhance the Relationship

How will I stay visible and connected?

Reinforce the Buying Decision

How will I affirm their choice to buy from us?

Manage the Implementation

What do I need to check on or follow up about?

Deal With Dissatisfaction

What risks, issues, or friction should I address?

What signals will tell me they are satisfied?

(What would I hear or see?)

When is my next contact scheduled?

Date: _____

Purpose: _____

Am I keeping them out of the Zone of Indifference?

- Yes
- Not yet — I need to follow up

Who should review my plan?
