
Relationship *POWER*

by JEFF BLACKMAN

Results! That's the name of the game for you and your business. And if you're like me, you don't like to wait for results. Thankfully, your wait is over. You can now upgrade or jump-start your business, immediately!

If you're like most business-people, you simply don't have the time or luxury to learn all the crucial essentials of business development:

- Sales
- Marketing
- Negotiations
- Customer service
- Competing in a changing marketplace, etc.

Plus, you can no longer solve today's business problems with yesterday's solutions.

That's why I describe proven, positive and profit-producing business-growth strategies — to outdistance your competition and reach new levels of unprecedented success.

Relationships = Results!

Every businessperson I meet waxes rhapsodic about the importance of "relationships."

They tell me how their business and success are "built on relationships." Are they right? You bet! But there's a difference between right and results.

When others talk about "relationships" they refer to whom they know; their network, circle of influence, or internal club. But that ain't enough! To truly maximize relationships, marketing muscle, sales success, customer commitment and negotiation know-how, two key elements of "relationship power" must exist:

1. Your "little r," and
2. Your "Big R."

Your "little r" is traditional relationship building. It's your:

- Likeability
- Trust
- Humanity
- Sincerity
- Courtesy
- Personality
- Chemistry

The "little r" focuses on your

ability to get along. It's your inherent nature to be warm, caring and compassionate. You're empathetic to customers, clients and prospects. People like to do business with people they like. However, "little r" alone is not enough. You also must optimize your "Big R."

"Big R" focuses on your ability to deliver results. Never forget, people are interested in who you are ("little r") and what you can do for them ("Big R"). One without the other only assures short-term success. "Big R" is your ability to be a growth specialist. You, your products, services, company and team have the expertise to help prospects, customers and clients attain a more favorable future by:

- Maximizing gain
- Reducing loss
- Increasing earnings
- Slashing costs
- Creating enjoyment

Profit points:

1. Maximize your “little r” relationship power: Fax/send a prospect/customer an article, etc. that’s of value to their professional or personal interests.
2. Optimize your “Big R” relationship power: Take a continuing education course; listen to a business audio-tape or CD program; watch a video or DVD on a skill you’d like to upgrade; read a new business book, etc.
3. Invite a prospect/client/network influencer to breakfast or lunch, to your office for a special products or service showcase, etc.
4. Use e-mail as a simple and effective strategy to stay in touch. Do an Internet search on a customer’s/prospect’s business or hobby and send them on-target information. Or, create an ongoing e-zine with direct applicability to your business and your customers’ and prospects’ success. This captures lots of interested eyeballs on a regular basis. Plus, it builds powerful “mind-share.” And that drives revenue and profits.
5. Remember, you’re compensated for what you do, not what you know. So when all is said and done, more should not be said than done. Take action!

- Assuring satisfaction
- Providing security
- Developing pride
- Enhancing performance
- Producing results

Why is the attrition rate so high in professions that require business-development skills? Because, once you “land” your friends and neighbors, who only said “yes” to be “nice” and honor their “little r” commitment, you have no real marketable “Big R” skills to the rest of the world. Remember, your “little rs” and “Big Rs” cannot be mutually exclusive. People invest in who you are and what you can do for them.



ABOUT THE AUTHOR:

Jeff Blackman is a speaker, author, success coach, broadcaster and lawyer. His clients call him a “business-growth specialist.” He may be contacted at: (847) 998-0688; by e-mail: jeff@jeffblackman.com; or visit his web site:

www.jeffblackman.com and subscribe to his free e-letter, “The Results

Report.” His new book, Stop Whining! Start Selling!, an Amazon bestseller, is available wherever books are sold.

Copyright © 2005, Manufacturers’ Agents National Association

One Spectrum Pointe, Suite 150, Lake Forest, CA 92630-2283 • Phone: (949) 859-4040 • Toll-free: (877) 626-2776

Fax: (949) 855-2973 • E-mail: mana@manaonline.org • Web site: www.manaonline.org

All rights reserved. Reproduction without permission is strictly prohibited.