

Relationship Building

The Key to a Successful
Business

with *Michelle Smith*



Home of



When Does Relationship Building Begin?

- BEFORE YOU MEET
 - Another Person
 - Marketing (FB, Flyer, Website, Comments on Social Media, **Online Reviews**)
- WHEN YOU MEET
 - Yours (events, classes)
 - Networking (elevator speech, interactions)
 - Booth/Table

Your First Impression

- Positive or Negative?
- Inline with mission & vision?
- Authentic & real, not phony?

Why is Relationship Building Important?

- People move quickly through the day
- People have many choices
- High Expectations
- Wants not needs, unplanned \$
 - Not a lot of discretionary \$

Be Top of Mind

- Create a lot of noise
 - Valuable & worthwhile
 - See you as the expert
- Be visible
 - Consistent presence & message
- Demonstrate a need & show value

Valuable Interactions

- WIFT not WIFM
- Listen & take notes
 - Elevator speeches
 - Conversations
 - Blogs, Social Media posts

Social Media

- An INTERACTION TOOL
- Remember “Golden Rule”
- Like an in-person conversation
 - 40 Conversation/40 Information/20 Promotion
- Doesn't replace a phone call

PEOPLE BUY PEOPLE

Make yourself
STAND OUT!

When Does Relationship Building End?

- NEVER! Goal is to continually form a connection and ALWAYS add value
 - get them to engage & commit
- 1st 90 days are CRUCIAL!!!
 - @ EVERY stage
 - Prospect
 - New customer
 - Past Customer

Follow Up-@ every stage

- Log Notes
 - What you said you'd do
 - Specifics about them
- Thank You's (handwritten or emailed)
- Capture Contact Info
 - Website, Facebook page, LinkedIn page,
 - email list, database
- Connect (phone, email, w/other people)

Reinforce-@ every stage

- Recruitment
 - Prospects
 - New Customers
- Retention
 - Current Customers
 - Past Customers

Touchpoints

- Connect, log, review
 - 30,60,90, ongoing
- Need a process for each type of contact
 - Starts with 1st Inquiry (phone, email, in person)
 - From there, the touchpoint is based on their response (yes, no, maybe)
 - 30, 60, 90, ongoing

Touchpoints

- ◉ Unique for each business, test & adapt
- ◉ Your Turn

Touchpoints

- Use technology to tell your story
 - Surveys, newsletters, blogs, photos
- Use technology to keep track of your interactions, responses and next steps
 - Excel, CRM (ie. Salesforce)
 - (or use index cards/box, if prefer)
- Pre-make to save time- info packs, new customer packs, networking packs

Action Steps

- Choose 5-6 people to follow up with this week
- Choose an accountability partner
- Report back on Facebook page how it went