



Building Trusted Business Relationships

Why Build Trusted Business Relationships?

We build trusted relationships in business because people do business with friends they trust. The One-to-One process for building trusted business relationships is based on three basic principles:

- People do business with friends they trust.
- Build trusted relationships by becoming a trusted advisor.
- *When a prospect needs your service, that person will call a trusted advisor, not a stranger.*

Selling does not work. As consumers we are extremely skeptical of anything that feels like a sales pitch. The advertising media and unwanted evening solicitation calls have trained us well. However, we can effectively share information with friends, when they are ready to listen. The process requires patience and persistence, but it works much better than any other approach. Further, building business relationships is far less expensive than conventional marketing techniques.

What are Trusted Business Relationships?

Business relationships have four major characteristics. They are:

- **Direct** – Relationships are direct connections between two people, not through intermediaries, such as agents, assistants, or advertising.
- **Personal** – Relationships involve personal knowledge and emotional connections. It is never “just business.”
- **Built on a sequence of trust-building events** – Relationships are a sequence of events by which we come to know each other. To create trusted, business relationships, you must create a sequence of events that demonstrate that you are trustworthy and knowledgeable in your area. In short, to become a trusted business advisor, act like one.
- **Long-term** – People build trust slowly, through a sequence of events that takes 6-12 months or longer. If you want to be a trusted business advisor next year, start building relationships right now.

Communication Channels for Trusted Business Relationships

As complex as relationships are, there are only four methods of direct communication between individuals:

- **Telephone** – Pick up the phone and call, frequently.
- **Snail Mail** – Letters can be a powerful method to introduce yourself and build your reputation as a trusted business advisor.
- **Email** – The most common channel. Use it often, with respect for the recipient.
- **Face-to-face** – The single most powerful channel for communication. Expensive, but powerful. Use it as often as possible.

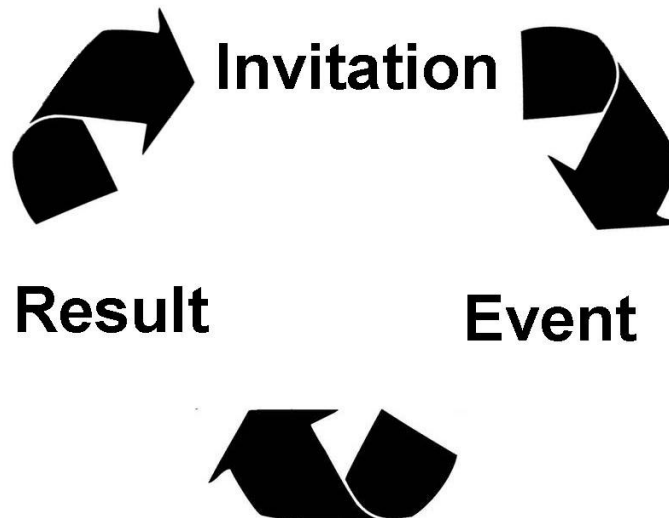


How to Build Trusted Business Relationships?

We build relationships by creating events and inviting our friends to participate in these events. Events can be as simple as downloading a white paper from a website or as complicated as hosting a multi-day conference for many executives. The One-to-One process for building trusted business relationships follows the cycle below:

- Create events that establish your reputation as a trusted business advisor.
- Invite business friends, both prospective and current clients, to participate in these events. Use all four communication channels, with great respect for your friends.
- Measure everything and reinforce what works.

Process for Building Trusted Business Relationships



Building trusted relationships is a journey of one thousand steps. In fact, the process never ends. While the journey is long, the benefits are clear and powerful.

***Build trusted business relationships with friends.
When your friends are ready to buy your service, they will call you.***