

Building Relationships is the key to Building Your Business

Building relationships to build your business is just like raising kids. Kids grow and develop by being loved, nurtured, eating good foods and being active. Relationships need the same kind of nurturing care that children do. These relationships will grow up and turn into customers, joint ventures or referrals. People do business with people that they know and trust. As an advisor, your goals will be to make yourself known to your target market and then elevate the relationship to the trust level. Take a few minutes to review what is working for you in your area. Then consider these ideas to add to your relationship building techniques.

Elevator Speech / 30 Second Introduction

Have you updated your introduction lately? If you have not revisited lately, chances are the impact / shock value may be gone. A new introduction can spark your own energy, which will show through when you introduce yourself. You should try to use some of these powerful action words such as create, design, compose, organize, generate, solve, produce, and supply. Practice this in front of a mirror and see what others see.

What do you have to give?

We often think of what we want to get from relationships. Things like a request for proposal, a new resource, a joint venture, or sale. Flip this over and consider what you are willing to GIVE to your potential customers? Do you have free information that your niche market can use? Can you provide a free consultation on your client's current situation? Keep in mind that building relationships is a two way street, that starts with you, the advisor. Approaching these relationships in a giving, proactive mode is the best way to start.

There is no such thing a too much follow up!

The acts of following up with people that you meet for the first time will make you stand out above the crowd. Most advisors lack a consistent follow up method. Over time, your prospects will forget who you are unless you keep in constant contact with them. The simple actions of following up with newsletters, holiday or birthday cards, thank you cards, articles of interest, will keep your name in front of them and help the relationship and trust building process. The idea is to choose several actions that fit your business style and do them consistently. Watch your clientele grow, as you demonstrate an interest in building the relationships with them.

Contact Management System

You must have a consistent way to capture and maintain contact information that is practical and easy to use. This means being easy to access, update and change. Contact software such as ACT, Goldmine, and Outlook were created for this purpose. Other non-technical options include business card files, Rolodex. Choose the system that fits your work style and schedule. This nut and bolts step is an important part of building relationships over time.

Here are four great techniques to add to your business, and help you increase your relationship building success.

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