

The Process of Building Business Relationships

Linda McDonald of REACH Resources - Greater Easthampton BNI – May 22, 2007

Why do we need to build business relationships?

Between the competition and the possibilities, we just cannot do it alone. Every business transaction consists of two or more parties. Simply put, we need each other.

There are no magic answers to successfully building business relationships.

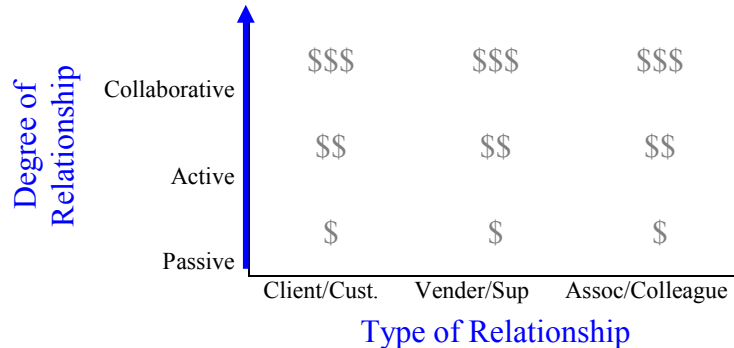
In fact, you already know what to do. You even know how to do it. Yes, keep learning the new stuff, but you probably have more than enough to work with right now. If you are struggling with building business relationships and you know the 'what and how', you may want to do an assessment of two key areas: 1.

What is your BRF (Business Relationship Profile) so you will know where you need to focus your effort?; and 2. **What is getting in the way** of your ability to get it done? Can you 'just do it'?

Business Relationship Profile

The profile consists of two areas that intersect to have a direct impact on success

1. The **type** of business relationship (customer, client; vendor, supplier; associate, colleague)
2. The **degree** of business relationship (passive, active or collaborative) seen on a continuum
 - a. **Passive** – off the shelf sales – no verbal exchange, no contact info collected; websites; email blast; mailings; cards on shelf; showing up but not participating; minimal participation
 - b. **Active** – give and receive referrals; initial one-to-one meetings; presentations; speaking engagements; volunteer for leadership; networking; phone calls; coffee/lunch meeting dates; special events/invitations
 - c. **Collaborative** – "...an inclusive and reciprocal approach to getting what you want by leveraging resources. This is done by coordinating activities and communicating through trust, purpose, and a mutually beneficial relationship." - working with another person to exchange knowledge, insights and share access to key relationships; develop/deliver projects together; in-depth one-to-one meeting; joint ventures; power groups; promotional partnering...



With whom do you have a business relationship?

What % of your business relationships are passive; active; or collaborative?

What would happen to your bottom line if a greater % of them were collaborative?

Obstacles to Success

Sabotaging Thoughts get in the way of our ability to take action and enjoy the journey. What are your sabotaging thoughts (examples below) and what is your source of support? **Are you motivated by choice?**

- o I get really nervous around successful people.
- o I'm not comfortable with people who are different from me. I'm not sure I can trust them.
- o I don't have time or energy to deal.
- o Every time I try to work with someone else, they let me down.
- o I'll get started tomorrow.
- o I want it done right and I want it done now. I'm better off doing it myself.
- o I have to get my ducks in a row first.
- o Failure is not an option.
- o At this pace, I will never get there.
- o Why is everything so hard?
- o There is a right way and a wrong way to do everything.
- o They must be kidding if they think that applies to me.
- o I'll get to it just as soon as I clean off my desk, file these papers, and sharpen some pencils...
- o I could never be as good at this as you are.
- o There has got to be an easier way. I just can't get everything done.
- o I just want to do the things that are exciting and meaningful.
- o I have too much to do to pay attention to this stuff.

Resources: 6 Advisors, The Og Group; The Rhythm of Business, Newton, MA; Reach Resources, Easthampton, MA

Copyrighted Material, 2007© Reprints allowed with source included. ReachResources@charter.net

The Process of Building Business Relationships

Linda McDonald of REACH Resources - Greater Easthampton BNI – May 22, 2007

Tool for Analyzing my BRF – Business Relationships Profile

Type of Relationship for this Analysis: Client/Customer Vendor/Supplier Colleague/Associate

Note/ideas for improvements

What/How-The Activity	Passive	Active	Collaborative
CD sales at networking events		Could provide sign-up sheets for more info. CD includes reference to website for materials	Could start asking for ideas for next CD
6 Advisor supply orders	x	<i>Sample</i>	
Speaking Engagements			Always share information about my business. Provide prize?
One to One meetings		Use Gains Profile Make it a reciprocal meeting.	Use second one-to-one to generate collaboration ideas
BNI Coaches Brainstorming meeting			Work together to generate ideas for helping our marketing teams work with us
Networking events	Cards in box, display table	Open networking time	

Get this worksheet online at www.ReachResourcesInspire.com/BRF.html

