

Three Truths and A Myth

James A. Eckert, Ph.D.

Relationship Building 101

How to be happy that people buy from their friends!

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People Buy from Their Friends....
What does Friendship Buy?

Short-Cuts I could carefully analyze the situation and make a decision, or I could just go with my friend now.	Tie-Breakers I have evaluated it and the battle between options is a tie – so I break the tie by going with my friend
Party Invites I invite my friend to be bid on business even though I am not even sure he can do what I need done.	Comfort Business relationships are hard, at least the personal relationship part of it is easy because he is my friend.

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People Buy from Their Friends

- Friendships don't just happen
 - All friendships require time and commitment
- They take a systematic & consistent approach
 - In business we can't afford to wait for friendships to naturally develop – we need to work them

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STEP #1

Connect at Many Levels

- Build a web of connections, not just a single point
 - 2 up/down/sideways: draw a map
 - Identify and fill the gaps
 - Wander & get a tour of the house

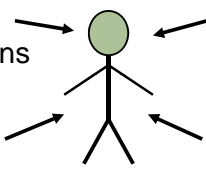
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Webs are harder to break!

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STEP #2

Connect for Many Reasons

- Enhance Individual Connections
 - Maintain Current Business
 - Cultivate Future Business
 - Act as a Resource / Consultant
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There is Always a Reason to Call

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STEP #3

Make Their Interests Yours

- Uncover what their key personal and business interests are.
 - **Data Sheets:** Our memories aren't what we think they are – write things down!
 - **Keep Your Head Up:** look for information and opportunities to connect.
 - This is made more simple by modern technology such as RSS feeds, customized homepages, etc.

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Shared Interests Make Friendships Happen

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STEP #4

Create a Relationship Building Plan

- **Relationship Goal:** where would you like this relationship to be in 1 year? Any specific goals?
 - Initiate? Stronger? Maintain? / Be positioned to ask for referral
- **Contact Interval:** what is the longest amount of time that should go by between contacts?
 - One week? One Month? One Quarter? How long is too long?
- **Contact Methods:** Which contact methods work?
 - Email, phone, face-to-face, all of the above?

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Plan to be Friends, or Plan to Fail

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STEP #5

Schedule Contact

- Make Relationship Building a **Primary Job Task**
 - **Be a Calendar Slave:** Transfer your plan to your calendar – then work the plan!
 - **Use Your Resources:** Use downtime, support staff & technology to work your plan

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Friendships Don't Just Happen

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