



How Important is the Relationship Development Process? (7-8)

What is the Process? It is the Difference between Success and Not!

The relationship development process (relationship development process) is especially important. Without knowing and understanding this, your business development and relationship success will be limited.

Some of the steps in the process are outlined below.

Sell You First

You cannot move the relationship and selling process forward until you qualify your client's needs and concerns. And you cannot qualify your client's needs and concerns until your client feels comfortable enough with you to discuss their business.

Open Dialogue

To resolve this dilemma, you **must open a dialogue with your client**, and then establish a rapport by being open, honest, and nonjudgmental, and by maintaining a positive, enthusiastic attitude about your work.

See Yourself through Your Client's Eyes

- Be friendly and optimistic.
- Balance aggressiveness and being too timid.
- Avoid personal criticism.
- Do not use inappropriate language humor.
- Do not make your client feel defensive.
- Listen to Your Clients.
- Pay attention to your client's concerns.
- Do not interrupt your client.
- Write down your client's ideas on the form.

Ask for Your Client's Help

- Do not be arrogant about your success.
- Your clients are experts.
- Shoot straight if you are shooting from the hip.
- Acknowledge contributions.
- Do not become a teacher or evangelist.



Outline your business development process, implement, review, and tweak for greater outcomes!

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30+ years growing people, procurement, and projects!