



## **2016 MDRT Annual Meeting e-Handout Material**

**Title:** Business Building vs. Relationship Building

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**Presentation Date:** Tuesday, June 14, 2016

**Presentation Time:** 3:30 - 4:30 p.m.

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Slide 1



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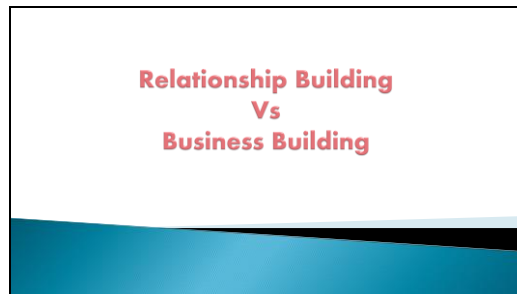
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Slide 2



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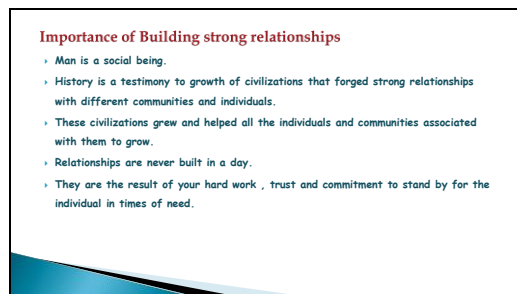
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Slide 3



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Slide 4

### Keys to Building Successful Relationships

- › Honesty: Always be honest in all your dealings. It's the first building block for establishing trust
- › Reliability: always be there to educate and help people when they are in times of need. That's how you establish reliability.
- › Transparency: Be transparent about all your dealings and ensure that the person understands how their choices impact their lives as well as yours.
- › Truthful: trust is one of the major factors that forge strong relationships. Always speak the truth and help others in making informed decisions.

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Slide 5

### How relationship approach helps in Building business

- › When you have established strong relationships, people will always seek your expert advice.
- › They will recommend you to their family and friends because of the good experience they have had with you.
- › Strong relationships are more effective than any advertisements or marketing.
- › People who rely on you are your living and breathing brand ambassadors.
- › They are the testimony to your commitment and their word of mouth gets you more business.

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Slide 6

### Relationships- the key to establishing successful business

- › Strong and credible relationships bring you referrals
- › These referrals help you in getting more business
- › Serving the referrals and establishing lasting relationship with them will bring you more referrals
- › When relationships are strong they partner with you to make you successful
- › Similarly you partner with them to help them grow and lead a better life.
- › Strong relationship building abilities can help you to work with your customers as a winning team.

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Slide 7

### How to build strong relationships

- › Rome was not built in a day and same goes with relationships.
- › You need to work earnestly to gain client's confidence and trust
- › Always put client's needs and their best interests above your own interests.
- › Constantly stay in touch with your clients in order to assist them in their times of need
- › Personify integrity and commitment so that your clients know that you are reliable.

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Slide 8

### Relationships – the only way to be consistently successful

- › 50% of your sales can be driven through referrals
- › Referrals are solely dependant on your ability to serve the customer and gain their trust
- › One may be able to build short term business without building relationships.
- › Key to sustainable and successful business model is strong relationships.

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Slide 9

### Build Relationships- Build business

- › Success mantra for building business is to build relationships
- › Focus on following simple things to build strong relationships
  - Be Honest
  - Be Transparent
  - Be Just and Fair
  - Be Reliable
  - Be Truthful always
  - Be Their Confidant and well- wisher
  - Believe in the spirit to Serve

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Slide 10

**Stay Strong  
and  
Build lasting relationships**



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