

## Ideas for New Relationships and Freshening up Familiar Ones

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“The single biggest problem in communication is the illusion that it has taken place”  
George Bernard Shaw

Build stronger rapport and get better communication going. Find out how people think.

40% of a relationship marketing is establishing rapport, trust and communication.

30% is understanding people’s most important values, goals, objectives & needs.

20% is designing what you’re going to say and when you’re going to say it, based upon the relationship you developed so far. How well do you understand them?

10% is the mutual determination of what you want to do next? What is the win-win?

70% of relationship building process is connecting with people and finding out what’s important to them. Questions that you may consider to get the ball rolling? (and rolling?)

“How did you get into what you’re into?”

“What do you most love about what you are doing?”

“How did you build yourself up to this point and how does it fulfill your vision?”

“What do you find to be the biggest challenge with what you are doing?”

“How are you working to master, preempt and overcome those challenges?”

“What do you most love about what you have been able to accomplish so far?”

“Knowing what you now know, your greatest hopes and future plans?”

“If you were me at my stage in life and in my career, what would you do next?”

People don’t have separate professional and personal lives. They have a total life. If they are productive in their public life, then the next thing to look at is how could carry over into their personal/family life and vice versa. What’s the total balanced picture for them?

Again, establish real rapport & communication. Most people don’t talk or listen to other people this way. This may be a major realization. This is not just a tactic – you want to be sincerely interested. I personally find it fascinating to hear people tell me their stories.

To reiterate and punctuate this, ask them:

How did you do this? How did you pull it off? What did you do that was unique?

Tell me about you. I’m interested to learn about you. How do you see yourself?

What are your motivations, your drives, your skills, your methods, and strengths?

Based on your life experiences to date, what ideas would you pass on to others?

Many times, most people are typically approached by someone who is desperate to sell or promote something. What we are advocating here is more likely to be experienced as authentic service. This alone can distinguish you. So get out there, circulate & percolate.