



## Business Relationship Tip Sheet



<b>Focus on Understanding. Paraphrase to insure understanding both ways. “What I heard you say is...Is that right?”</b>	<b>Save time and move forward as you listen; you’ve probably got the gist of it anyway. “Got it, got it.”</b>
<b>Headline — State your point up front.</b>	<b>Ramble; build to your point. You’re interesting to listen to.</b>
<b>Use the What’s Behind Tool. Say you’re thinking / Ask what someone’s thinking.</b>	<b>Keep agendas hidden. Keep people guessing what’s going on so you hold their attention.</b>
<b>Get a handle on key relationships so you can analyze &amp; prioritize.</b>	<b>Focus on the big customers first.</b>
<b>Respect who has the right to make the decision.</b>	<b>Act as if you know what’s best for someone’s problem.</b>
<b>Defensiveness hurts relationships, so purposely try to avoid creating it in yourself and others.</b>	<b>You’re not responsible for everyone’s feelings, so just focus on business.</b>
<b>Consider all your relationships: Current Customers, Desired Customers, Connectors &amp; Influencers, Internal People</b>	<b>Customers are where the money comes from, so don’t get distracted.</b>
<b>Welcome diverse ideas. Remember we each see different things. “I see it differently; let’s look at both.”</b>	<b>When you don’t see the value, discourage, ignore, or suppress others’ ideas. “That’s wrong.”</b>
<b>Develop specific plans for strategic relationships.</b>	<b>You already know what you need to do; don’t bother with a plan you probably won’t use.</b>

