

Relationships Are to Business as Water Is to Plants



Businesses that are thriving want to sustain this position and there are many factors that align with this goal. As a business owner since 1991, Emphasizing Exemplary Customer Service and Leadership at All Levels, Being Prepared to Respond Strategically to Opportunities and Threats and Building/Maintaining Internal and External Relationships are essential to success. Concerning the latter, **Relationships are to Business as Water Is to Plants** and below is guidance recommended to assist you in obtaining a return on your business or personal relationships!!!

1. **Scrutinize** Your Strengths and Weaknesses and then Use Findings to Promote Understanding of Capabilities & Limitations
2. **Commit** to Excellence in Goods, Products, Services, Style and Etiquette
3. **Identify** The Types of Relationships to be Formed
4. **Select** Companies/Individuals for Relationship Building
5. **Develop** a Profile on Targeted Candidates for Relationship Building
6. **Create** a Plan to Guide Relationship Building
7. **Establish** and Use a Network of Resources to Accomplish the Plan's Vision, Mission & Goals
8. **Invest** in Resources to Support Relationships
9. **Obtain** Memberships in the Same Organizations where Companies and Individuals Targeted for Relationship Building Participate
10. **Listen and Learn** from Others and Take into Account Your Own Experiences in Relationship Building
11. **Plant Seeds** for and then Nurture Relationships Cultivated
12. **Demonstrate** Persistence and Patience throughout the Relationship Building Process

BONUS

Lead a Healthy Lifestyle to Maintain Energy Levels, Believe that the Sky is the Limit, Maintain a Positive Attitude, Focus on Quality and Not Quantity and Leverage Relationships to Gain More Business

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