

SMART Relationships Helper

It is literally true that you can succeed best and quickest by helping others to succeed.

Napoleon Hill
Writer



SMART relationship building

S	Show an active interest in him/her personally as well as professionally
M	Make sure of an early victory to show your focus on delivery
A	Always keep your word
R	Review results to highlight how good you are
T	Two ears one mouth. Be a top listener

Here's some more info to help your thinking:

Point	Why	How
Show an active interest in him/her personally as well as professionally	<p>In the end, business gets done between people.</p> <p>Invest in your 'relationship bank' because one day you might have to make a withdrawal.</p>	<p>During one conversation about work your customer mentions that she coaches a local table tennis team.</p> <p>Shortly afterward you notice a magazine article about table tennis that was practical and included useful case studies. You forwarded it to her. She was very appreciative.</p> <p>The power of your action is just as much about your remembering as the article itself.</p>
Make sure of an early victory to show your focus on delivery	<p>Because you will be assured of a good start. This is especially true if your customers are sceptical about your services or your abilities.</p>	<p>Be very clear in your own mind about what your early victory will be.</p> <p>Pull out all the stops to deliver it. Make sure the client notices that you delivered.</p>

Point	Why	How
Always keep your word	Sounds obvious but so many people fail in this area.	Get into a routine of replying to enquiries. Agree reasonable time frames and diary them. Even if you can't complete, keep your promises by giving progress reports.
Review results to highlight how good you are	Unless you highlight what you do, people may not notice.	Periodically ask for feedback. Make sure to add it to your future meetings. Ask how you are doing. Send follow up notes reflecting back to your customers what they said in their feedback.
Two ears one mouth. Be a top listener	People need to be heard, acknowledged and feel valued.	Perhaps it's your top skill. Become brilliant at listening, asking quality questions, summarising and note taking.

One thing

Staff, internal contacts and customers can often be shy or cagey about giving feedback. However, it is so important to your relationship. Craig uses the 'one thing' approach to get feedback from his customers. Notice that he phrases his questions tentatively. This makes it even easier for people to respond.

"I want to make sure you get the best possible service from my area. What's one thing we do well for you just now?"

"And what perhaps might be something we could do differently?"

Activity

Ask these questions to help you develop some specific actions against **each** ingredient of SMART Relationships. Use the next page for your notes

1. What's your understanding of it?
2. What might be a possible option and action for you?
3. What could you commit to?
4. What would be the benefit of that action?
5. How will you know when you have been successful?
6. What specifically is your confirmed action and by when?
7. What support do you need for that? Who might give it?

Point	Action plan
Show an active interest in him/her personally as well as professionally	
Make sure of an early victory to show your focus on delivery	
Always keep your word	
Review results to highlight how good you are	
Two ears one mouth. Be a top listener	

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