

Relationships

Forget about your commodity, focus on your relationships.

In uncertain times, people become frightened about the viability of their “commodities” — the things they sell and the jobs they hold. A more strategic response here is to disregard your own commodity and focus on deepening the power and possibility of all your relationships — with family, friends, team members, suppliers, clients, customers, and prospects. Every time you strengthen a relationship, the viability of your commodity will increase.

Top 5 Personal Relationships

List five people whom you value and who value you.

1. _____

2. _____

3. _____

4. _____

5. _____

Top 15 Business Relationships

Write down the names of people who are important to you and the growth of your business.

1. _____

2. _____

3. _____

4. _____

5. _____

6. _____

7. _____

8. _____

9. _____

10. _____

11. _____

12. _____

13. _____

14. _____

15. _____

Action Steps

Circle the names of three people you will reach out to today.

Use the included dialogues as conversation starters.

Deepen Your Relationships



Vendors

"I'm reaching out to connect with some of my best business partners to check in and ask, is there anything I can do for you...?"



Past Clients

"I wanted to check in with you. How is the family? How is the house?"



Colleagues

"I really admire how you run your business and would love to pick your brain. Would you be willing to meet so I can buy you coffee and we can chat?"

Conversation Starters for Personal Relationships



"Miss you...let's get together."



"Just checking in - no agenda. I was thinking about you..."



"I'm reaching out to tell my closest friends and family that I value you. Thank you for being you and I'm so incredibly grateful for our friendship/relationship."

Conversation Starters for Business Relationships



"I'm reaching out to some of my favorite business partners and you made the list. How are you? How is business?"



"I'm calling to see if there would be a good time to reconnect..."



"Thank you for supporting me and my business..." (use Buffini referral dialogue if appropriate)