

# MAKE EVERY CONNECTION MATTER

BUILD  
CONNECTIONS

BUILD  
VALUE

BUILD  
TRUST



# How To Build Relationships



Cultivating lasting business relationships takes a lot of work. How well you nurture them will determine your success or failures.

# Tips on Networking

1) When engaging with people for the first time don't be so quick to tell them what you do and how you can help them.

2) Be genuine and authentic. Use the FORM to get to know them. Ask them about:

**F = Family**

**O = Occupation**

**R = Recreation**

**M = Message**

3) Ask them some

## FEEL GOOD QUESTIONS

- How did you get started in this business?
- What do you enjoy the most about what you do?
- What is the one thing you want people to know about you and your business?
- Would you like me to refer you to so and so as I think the two of you might be a good fit?

CREATE

TO  
HELP  
OTHERS FEEL GOOD

# WHAT IS YOUR PRESENCE ON LINKEDIN?

- 1) Are you actively sending connection request to people you meet at events? And are you doing it right away?
- 2) Are you giving value to your networks on LinkedIn by creating your brand to be a subject matter expert?
- 3) Are you consistently posting about the great things your connections and customers are doing? Give them the spotlight.

## THE LAW OF 250

When networking always keep in mind the people you talk to know 250 other people.

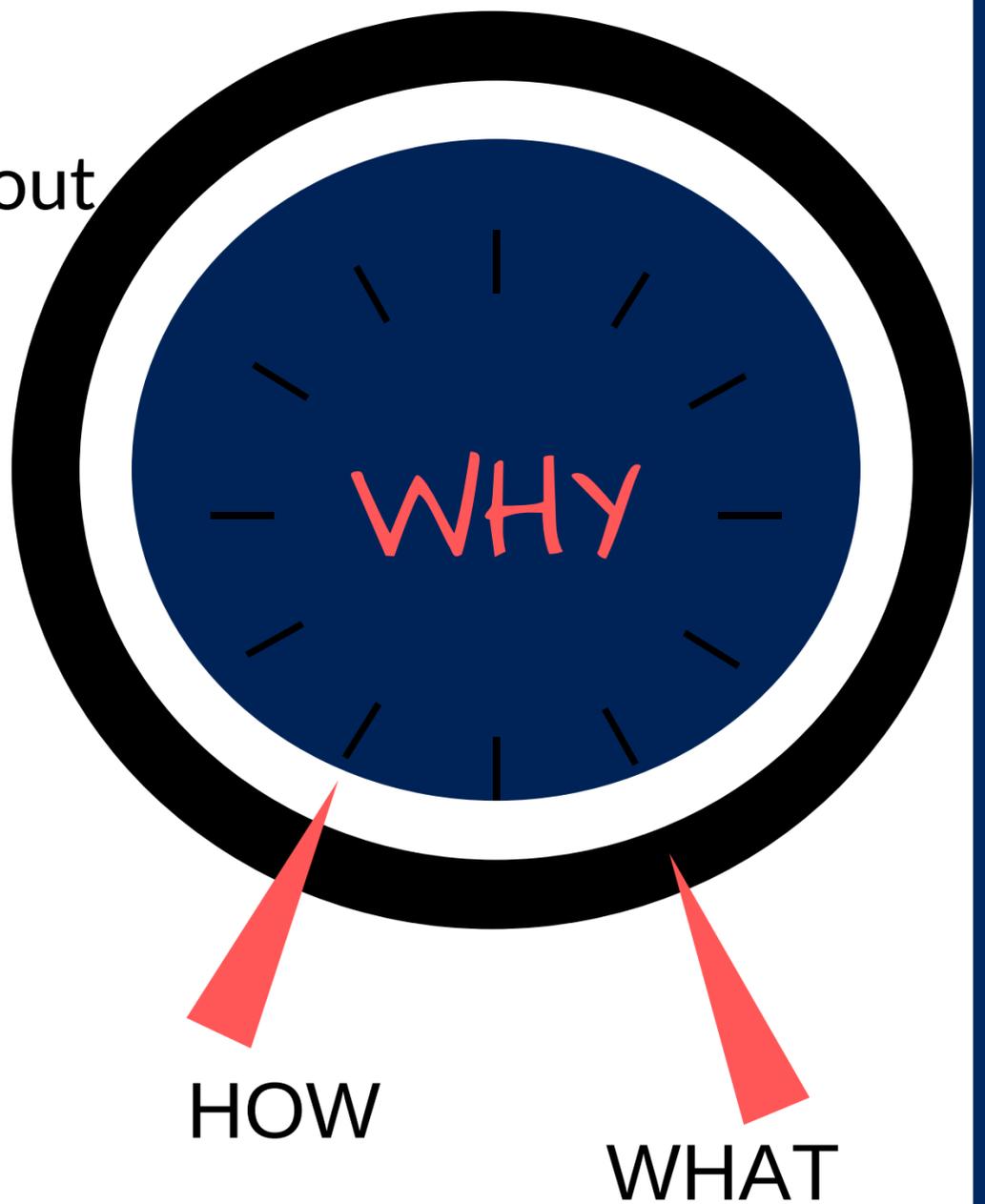
How you engage with them, how much value you give in your conversation and how authentic you are will either leave a lasting impression or it won't.

**START  
WITH**

**WHY**

By Simon  
Sinek

**WHY:** Why is not about making money. That's a result. Why is a purpose, cause or belief. It is the reason organizations exist.

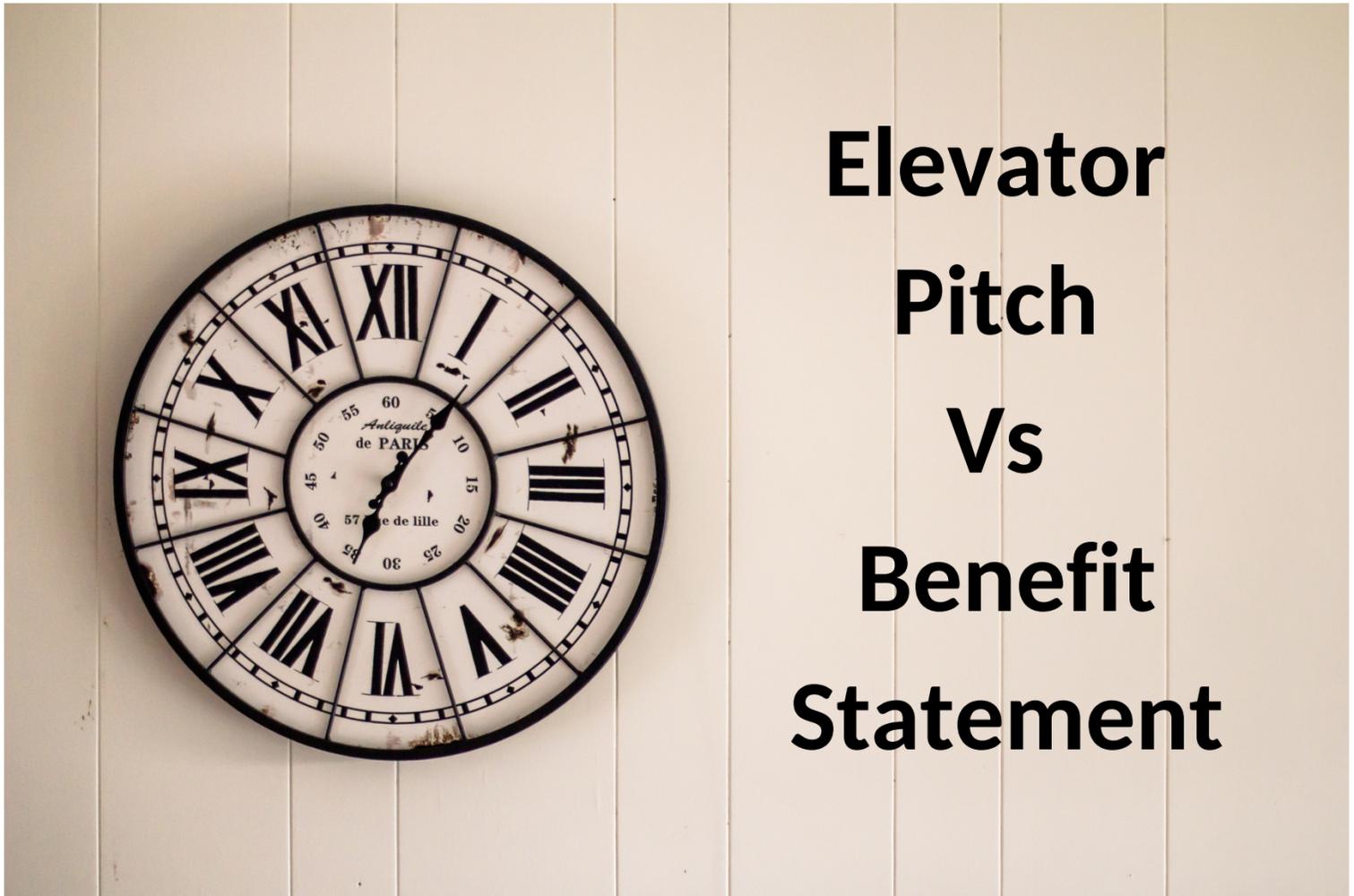


**HOW**

**WHAT**

**HOW:** Some organizations know HOW they do it. These are the things that makes them special or sets them apart from their competition

**WHAT:** Every organization on the planet knows WHAT they do. These are products they sell or the services they offer.



# Elevator Pitch Vs Benefit Statement

## **Elevator Pitch:**

Is a brief description of your products, service or offerings. Usually done in 30 seconds or less - hence the term "elevator pitch".

The problem with this is that people cannot develop an affinity to you or your products in 30 seconds. Elevator Pitch is more "I" focused.

## **Benefit Statement:**

States the benefit someone would derive from doing business with you. The focus is on how one would feel and the end result achieved by you being a guide to helping solve their problems.

# Top 5 Keys For Creating Benefit Statement

1. Keep it short and to the point. It should be no more than 2 sentences.
2. Make the benefit measurable. Example: "our customers receive their return on investments on an average of 25% increase".
3. Describe an ideal future state but be realistic. How will life look like for them if they did business with you.
4. Create the value in what you are selling. For example a lock's mechanism is designed to keep things safe and closed. A benefit statement is then focused on the value the customer will receive from purchasing that lock - it will keep their belongings and family safe.
5. Emphasize your uniqueness. Use benefits that differentiates you from your competitor.

# Example of Benefit Statement:

FINANCIAL ADVISOR: "I help people create and manage wealth".

PHOTOGRAPHER: "I help families create beautiful memories".

REALTOR: "I help people successfully market their home and buy their perfect dream home".

LIFE INSURANCE AGENT: "I help people prepare for a sound financial future while protecting themselves and their loved ones for the present".

*Make Every Connection Matter Playbook Based From:*

*Bob Burg, Endless Referrals*

*Bob Burg & John David Mann, The Go-Giver*

*Simon Sinek, Start With Why*

*Purpose of this Playbook is Not For Resale or Copywriting Purposes*