

It Has Always Been About Relationships #1

It was in the twentieth year of King Artaxerxes' reign in which Nehemiah, the cupbearer for the King, one of multitudes of Israelites that were taken to be slaves by the Persians during the Babylonian conquest of Israel, heard that his family and friends were being annihilated and his hometown, Jerusalem, was being destroyed.

Have you ever dreamt about doing something significant? Perhaps you have considered building something that would have a lasting impact on the lives of those whom you love? Maybe you believe you were made to accomplish something amazing. Whatever the case, you will find the story of Nehemiah to be stirring, stimulating and highly motivating.

Word of the agony and chaos within his hometown caused Nehemiah to experience much unrest for weeks until one day, while performing his duties as cupbearer, Nehemiah's sorrow was discovered by the King.

Amazingly, the King chose not only to spare his cupbearer's life, but also asked to hear the details of Nehemiah's pain. After explaining hearing all that was taking place in Jerusalem, the King asked Nehemiah to make his request. Nehemiah asked that the King grant him safe passage home and provisions that he might rebuild Jerusalem.

After being home three days, Nehemiah rose in the night to evaluate the current situation. He found the walls of the city were broken down and the gates were consumed by fire. Everything was devastated and there was much work to be done and fast.

I doubt that Nehemiah ever sat through a "Leveraging Your Top Relationships" workshop or purchased a "Best Networkers 101" program but somehow, almost naturally, he implemented many of the systems and strategies that one might learn in a "networking" training program. Nehemiah and his well-established relationships produced the materials and the manpower to completely repair and rebuild the wall and fortified the city of Jerusalem in 52 days.

Fifty-two days! That is simply astounding! Yet none of this happens unless Nehemiah activates his relationships.

What relationships need to be activated for the "walls and "gates" of your business to be strengthened and repaired in the next fifty-two days?

"Andy!" Mark called out to me as I was leaving our weekly meeting. "You want to go to that Referrals 101 workshop together?" That program ignited a relationship that triggered the passing of many meaningful referrals that resulted in lots of closed business for both of us. Before long, we both found ourselves sharing our best clients and customers and enjoying the opportunities to meet our clients' needs because of our relationship. The funny thing is that we sat in that same weekly meeting for over a year barely passing referrals to each other at all.

Do you have a relationship with someone that you think could bring you more business? Do you ever feel like both of you could be getting better sales results from your relationship? If the answer is yes, let me suggest that you open the conversation.

Ask them, “Do you think we could bring more business to each other? Are you getting the sales results you would like from our relationship?”

If referral relationships are not coming to you mind, consider people with whom you interact at chamber events. Perhaps you have some satisfied clients that know people in the center of your target audience. Maybe you have referred business to someone in the past. Once you have identified some of these referral opportunities, open the conversation.

Lastly, there are two groups of people that we seldom consider when looking for referrals. There are the people who benefit from your business and those with who you do business. Have you ever followed your money?

Following your money is a fascinating experience that uncovers a vast number of relationships that can prove extremely helpful. Who is your chiropractor? Your hair stylist? Your jeweler? Your lawyer? Where did you buy your last car? Who sold you your home? You get the picture.

These are the people benefitting from your hard work. Why not move those relationships from simply transactional to financially beneficial for both of you?

It is safe to assume that those who serve you, serve others. It is equally safe to assume they serve people who would welcome a referral from them to someone like you.

If that is true – then why don’t they refer you like you believe they could and should? Simple. They need something more from you.

Like what? They need knowledge –

- They need to know why you do what you do.
- They need to know where you are going with your business – what is your cause and aim?
- They need to know who you want to serve.
- They need to know what you do.
- They need to know how they can help.
- They need to know how to introduce you and how to set up an appointment – email, text, phone?

Last Monday, I received a phone call, “Andy, do you know a lawyer?”

“Yes, I know lawyers. What kind of legal advice are you seeking?”

“I need a family law attorney.”

“Yes. I know two attorneys that I trust that I can recommend.”

“Thank you, I knew that I could count on you.”

These types of conversations are happening every day. Imagine if these conversations were happening with your closest relationships and the person that they were thinking of referring was you.

"Yes, I know a (insert your profession). His/her name is (insert your name). I will reach out for you and make sure they get back to you."

Let's pretend that you have 52 days to ignite those relationships, open those conversations, invite others to come along and discover what they need from you.

Nehemiah's secret to success centered on his ability to ignite his relationships. Your opportunity to build something of lasting impact and significance is waiting for you.

Like always, if I can help, please contact me by text at 707.953.6681 or by email at andy@andyspringerconsulting.com.

Andy Springer, Business Coach & Consultant
Andy Springer Consulting