

**Getting connected & staying connected...
Building strong & rewarding relationships...**



A perspective on how to create strong and rewarding relationships



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Strong Natural Products NZ Brand supports you



Personal Brand differentiates you from the pack



Personal relationships are the keystone to success

Personal belief allows others to follow

**Do You Believe
in Yourself
Enough?**



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□ Networks deliver your advocates



□ Visibility across the Community



□ How you deliver versus what you deliver



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Some Hints & Tips

- Elevator speech
- Business Groups
- Key players
- Competitors
- High visibility
- Progressive steps
- Determination



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Some Hints & Tips

What do you see?



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Some Hints & Tips

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Initial Introduction

- It is all about them
- Body & facial language
- Open questions
- Build trust
- Short & sharp
- Absolute belief
- Follow on



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Subsequent Engagement

- Purpose to meet
- Explore jointly
- Company Vision
- Your Company
- Your resource pool - Natural products NZ Members
- It is still all about them....



Where Customers
Come First



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My personal story - History

- Banking career
- Institutional support
- Innovative & niche
- Experience



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My personal story - Starting from zero

- Assess market needs
- Identify connectors
- Meet and share
- Assume visible Community roles
- Be identified as different
- Build credibility across Business Community
- Find advocates
- Relentless approach



Define it ✓
Want it
Believe it
Write it down
Split it up
Review it
Schedule it
Do it

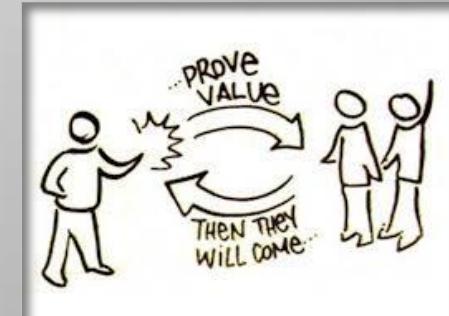


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My personal story - Client needs

- Meet the market
- Flexibility - whatever suits the client
- Prepare and prepare again
- Associate network
- Absolute integrity
- Ask for feedback
- Exceptional service
- Show clients the value



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My personal story - How it worked

- Shared my goals with others
- Clients first, desk work later
- Accept it takes time, but never waver
- Keep close to competitors
- Agility
- Seek referrals



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My personal story - Relationships look like this

- Established relationships are my bedrock
- Look for new angles to do more, leverage the trust
- Rank relationships for potential and for advocacy
- Never discard a relationship
- Positively acknowledge strong relationships
- Exceed expectations, consistently....

