

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



A perspective on how to create strong and rewarding relationships



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Positive Potential - PP2

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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



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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....



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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



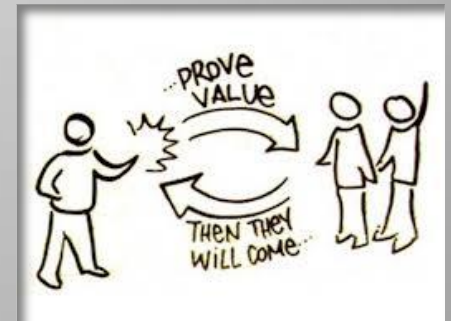
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My personal story - Client needs

- ☐ 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....

