

WARMTH ALWAYS WINS...

5 Tips To Building Better Business Relationships

1. Warmth always wins

People do business with other people, not business robots. Long after a conversation is over, what the other person remembers is not what you said, but how you made them feel.

Take the time to genuinely listen when others are speaking. Stay present, smile easily, have open body language. Look people in the eyes to maintain a connection. The more at ease you are, the more you will naturally make them feel comfortable.

2. Don't pigeonhole others

We all make snap judgments and assumptions about who we think other people are based on their appearance, mannerisms, clothing choices, body language, etc. The truth is, none of these factors reveal who they truly are or what they might bring to a business relationship. They might be our next best customer or referral source.

The best policy is to look at everybody as a blank canvas and avoid the temptation to prejudge people. Have a conversation with them and find out about them, and whether there's a "click" between you.

3. Ditch the superficial small talk

Striking up conversations with new people can be awkward and nerve-wracking. None-the-less, avoid talking about the weather or other mundane topics. Conventional chit-chat is just a time-filler and doesn't help you get to know people on a deeper level.

Rather, ask interesting and open ended questions to learn where the two of you have common interests and shared goals so you can help each other. Understanding what is important to others creates a sense of connectedness you can build upon. Allowing yourself to be open, go deeper and have your personality shine through will make you stand out in the crowd as well.



4. Become the person you want to do business with

Who do you want to do business with? Someone who is trustworthy, accommodating, positive, reliable, and solution-oriented. Someone with high integrity? Me too!

Set your personal standards high so you are the person with whom you would most want to do business. And you'll attract those kinds of people in return.

5. Always start with a win-win attitude

Regardless of whom you are doing business with, be it clients, customers, suppliers, colleagues or other professionals, when one party feels they've been "short changed" in the deal, resentment builds. The fundamental trust is broken. For business relationships to thrive long-term, everyone needs to prosper.

About the author, Barbara Katz:

Barbara specializes in interpersonal communication and human dynamics. She is a professional facilitator and teaches people how to connect better in their professional and personal lives by communicating in a more genuine, confident and playful way. She is also the CEO of Socially Savvy Group, a company that helps business owners increase their bottom line by connecting easily, authentically and quickly with others and founder of Flirt Factor, a business dedicated to improving communication between the sexes.

