

## **BUILDING TRUSTING RELATIONSHIPS AND EXPANDING YOUR SPHERE OF INFLUENCE**

### ***BACKGROUND***

In today's day and age to penetrate the volume of media images, information and "white noise" that people are inundated with on a daily basis, we must have a message and conduit to deliver that message that is relevant, impactful and simple. We also know that people are looking for things of meaning, purpose and value when discussing where to invest their "time, talent and treasure". This approach works off of those two truisms to reach the goal of effecting positive change. This compelling and authentic way that will engage people of influence where they are at, helping them to see the tangible value you and your organization or effort have to offer.

**The following are the suggested action steps to execute this strategy:**

1. Make a list of 3 people of influence (not prominence) that you need to move your agenda forward.
  - a. Color code them based on their interest
    - i. Red-against
    - ii. Yellow-indifferent
    - iii. Green-interested but non-committal
  - b. Think about the communication style of each and the best way to approach them
    - i. When is the best time to talk with them
    - ii. Where is the best place to talk with them
    - iii. How is the best way to talk with them
  
2. The goal is move each of the 3 people one "notch" over a 60 day period
  - a. Based on 2b (above) do the following:
    - i. Approach each of the 3 people
    - ii. Set a appointment to chat with them

*It takes as much energy to wish as it does to plan.*

**- Eleanor Roosevelt**

b. Use the “CHAT” to work to build trust

In the ideal chat we will

- Talk 20%, listen 80%
- Knowing your communication style and the style of others
  - Fact based
  - Emotion based
  - Values based
  - Belief based
- When we do talk it will be to
  - Ask questions that help me understand wants, needs, desires and problems
  - Paraphrase back to check for UNDERSTANDING

*In the **chat** we explore, ask questions, and get feedback. We make no attempt to “sell” anything until the following 4 things have been accomplished*

1. They tell us their needs, wants, problems, or objectives they want filled, satisfied, or solved.
2. Then and only then do we discuss our needs, wants, desires, hopes and aspirations!
3. Point out where there is alignment between 1 and 2
4. Talk about how you and effort can help them

c. Relate what value you have to bring

1. Be authentic
2. Be sincere
  - a. Be outcome based and impact focused
  - b. Tell specific stories, instances and situations where the value of the what you want to do lies
  - c. Remember the most powerful form of marketing is the personal testimonial

In this very simple, authentic and personal approach to recruitment building of partnerships and most of all the growing of your sphere of influence...you will not only convey the essence of the value of the what you are doing in real and meaningful terms, you will also do it in a way that inherently builds the trusting relationships needed for sustained long term improvement.