



**The Relationship Edge™
In Business**

www.deltapoint.net

12196 East Sand Hills Road

Scottsdale, AZ 85255

480-342-7113

The Relationship Edge™ in Business

Almost everyone knows how important developing substantial business relationships can be. Although knowledge and messaging contribute to success, nothing affects communication more than the relationship that exists between two people. It is not surprising that sales people often describe themselves as “people” persons—they like people. In fact, most sales people will admit that they are able to easily connect with *some* of their customers. But statistics show that on average, people naturally connect with only 25% of the people they meet. Therefore, in most cases (75%), the majority of people that one person meets and interacts with daily in a business environment can be described as encounters where no natural connections exist.

Based on the acknowledged importance of developing relationships, it is surprising that more business leaders and organizations do not devote substantial resources to help their employees learn how to develop business relationships. Delta Point, Inc. conducted a recent survey of 200 pharmaceutical managers/leaders who confirmed this dichotomy: Although over 93% of the respondents agreed that the role of the sales manager is to help their sales representatives better connect with their customers, only one third (33.7%) of their organizations provide training on how to develop a relationship when there is no natural connection.

How to develop substantive business relationships is important not only in sales situations but in conducting business in general. In fact, organizations and multinational corporations are imperfect because they are run by humans—imperfect organisms that are flawed. Knowing how to interact with and develop business relationships with people who come to work with a myriad of personal problems and issues can be invaluable. Regardless of the industry, business success can be attributed to the ability to get along with and develop relationships with others.

There is a difference between being friendly with someone and being viewed as a person with whom an individual has developed a business relationship. Though friendships are important and vital to our growth as humans, a meaningful business relationship exists on a different plane. Both parties in a business relationship perceive value in knowing this other person. A substantive business relationship can be categorized by its inclusion of three criteria (captured by the acronym AIR):

Access

Influence

Results

When a meaningful business relationship exists between two people, it means that one person can have access to the other whenever they need it. The relationship has developed to a point that one person can call and request a meeting and get it—even if it means that the other person has to cancel some previously scheduled appointments. When there are interactions between two people who share a substantive business relationship, it means that one person has the ability to influence the other in his/her thinking. And it means that one person can get some results from the other that is disproportionate to those that do not have the same level of relationship. Each person in this type of relationship will help the other succeed in some manner. Without these three criteria, we would argue that a meaningful business relationship does not exist.

Delta Point has developed a proven process (based on the *The Relationship Edge in Business*, a bestselling book by Delta Point's CEO and founder, Jerry Acuff) that helps organizations deliver on the concept that relationships are an organizational asset.

When this process is effectively implemented in a company, several things happen:

1. Business associates learn how to build relationships quickly with people they just meet.
2. They learn how to build relationships with those people that they do not naturally connect with (those identified 75%).
3. They learn how to maintain relationships. Without working to maintain and further develop the relationship, it will wither and die, much like an untended garden.

4. They learn how to leverage relationships for their benefit, i.e. to gain access.

It takes approximately four to six hours to train business and sales managers on the Relationship Edge in Business™ process at a high level. The bulk of this training session is spent working with these managers so they understand the concepts and know how to coach the relationship building precepts when they are in the field—when they are working with their employees who report to them.

Ideally, this management training is followed by a six hour training session with the business employees or sales associates during which they learn the Relationship Edge in Business™ process. The emphasis in this training session is again experiential learning with the objective that each attendee leaves the session with a plan of action on how to develop substantive business relationships with those people who are seen as instrumental to helping them obtain business success.

Training does not end with the close of the live training session. There is a customized pull-through plan to provide reinforcements of the learnings and the opportunity to answer questions as the techniques they learned are applied in the real world environment. This reinforcement of the learnings typically lasts for 90-180 days, depending upon the requirements of the organization.

Due to the importance of relationships as a business asset, Delta Point provides optional assessments and consultations on any of the business resources that may be applicable, including review of the coaching form and sales support resources—virtually any resource that can benefit from incorporating a focus on the Relationship Edge in Business™ concepts.

The ability to develop relationships and interact well with colleagues in business is hard to under state. As Dale Carnegie said, “Dealing with people is probably the biggest problem you face, especially if you are in business. Yes, and that is also true if you are a housewife, architect or engineer.”

The Relationship Edge in Business Testimonials

People who have experienced our Delta Point training of how to build better and meaningful business relationships have provided unsolicited feedback about the difference that this Relationship Edge in Business training has made in their business success.

“After making a conscious effort to adjust my style and by focusing on the relationship FIRST, my territory performance began to accelerate. I am now ranked in the top 10% of the sales force according to market share for the current trimester with a market share of over 70%. Never underestimate the impact that your work has on the people you teach”

--Robert Broadnax, Roche Labs

“Your relationship program that we had in Cambridge, MA on May 1,2003,(my birthday) made me take a look at each relationship I had with each office that I call on. Most of the offices I had good relationships, but now I have many more that are GREAT. It opened my eyes to improve each and every relationship. It is hard work but it is worth it.”

--Geoff McIntosh, Roche Pharmaceuticals, Sales Representative

“I have some outstanding feedback on your program in Chicago from my attendees. All of them said it was the most worthwhile sales training they have ever received. I have already seen a difference in their approach to offices. Thanks so much.”

--Nate Dingle, DSM Roche

“Just wanted to take the time to sincerely thank you for such a wonderful and informative session on Building Relationships at our AstraZeneca Professional Development Forum last week. Your session was the highlight of the week for me. The tips you shared have reshaped my thoughts on how to go about my personal and professional relationships.”

-Kelly O’Neill, PharmD, Regional Scientific Manager, Infectious Diseases, AstraZeneca

“The Delta Point training equipped me to have a very real conversation with the doctors I call on...I was provided tools to take me to the next level on the relationship pyramid. The Delta Point training has been similar to putting on a new set of glasses. I see the whole office experience differently. I am painfully aware now of when I have blown a call, but even more importantly why. I really feel as though the Delta model has given me the tools to think out a long term strategy for each office as well as the verbiage to take me through the process..... I feel much calmer in my conversations, and because I am in control and prepared I’ve become an infinitely better listener.”

--Abbott Specialty sales rep