

Creating Lasting Relationships

Darel Handley – Loan Officer – darel@blackdiamondmortgage.com 406-890-8464 – NMLS #1967311

David Boye – Broker/Owner – david@blackdiamondmortgage.com 406-212-2644 – NMLS #235086

Maria Phelps – Broker/Owner – maria@blackdiamondmortgage.com 406-871-4546 – NMLS #1403722

What are you building?

“I want my work to impact people. I want to make a real difference by allowing others to syphon my advice and become successful in their own pursuits.”

<https://www.garyvaynerchuk.com/my-life-legacy/>

Your goal should not be to sell them your product or service. You want to understand who they are, what they do and how you can help them. Organically, you will sell your products or service. But it has to come naturally.

David Boye- “A journey to connect with 300+ people who know you well enough to know your precise God given ability to help them.”

Create Meaningful Relationships

How do you create meaningful relationships?

1. _____ about people when there is nothing in it for you to gain. (Business opportunities will always be there if you follow this)
2. _____ your phone when people call you. _____ after connections.
3. _____ notes for details about people. Use _____ to follow up with people. Leave _____ in your schedule for last minute meetings and connections.
4. Practice _____ listening in your relationships. Try to _____.
5. Put _____ aside and prioritize struggles your friends/clients may be going through.
6. Don't always think you're the most _____ and _____ person in the room. Lead with _____ and servant hood. The people in front of you don't always need you to tell them how good you are.
7. If you're too busy to _____, you're too busy.
8. Be _____ with your time, talent, and resources. People are truly touched by this.
9. Be _____. People are drawn to _____.
10. Find the things that you share in _____ with others: Arts, sports, faith, or ?

Benefits

Can be nearly free to exercise

Has long-term benefits

The “viral effect”

Repeat business (one referral partner can send business over and over again)

Who to build relationships with

I, Darel, have spent many years as a pastor in church ministry. In all those years, it became easy to build relationships. We all have natural places where relationships happen for us.

Who can you build relationships with? See Power Team Handout.

Most Natural Places for Relationships: (Most of these people love you, trust you, and want you to succeed)

Family and friends, Church connections, coworkers, neighbors, and ?

More natural places Relationships:

Networking Groups, Service Organizations, Chamber of commerce, sports teams, social media, schools/college,



**“If you aren’t in the
Relationship Business, you
are going out of business.”**

What to remember about people we meet

Family (spouse, kids, ages)

Hobbies, interests

Places lived

Most passionate interest

Business / employment – experience, expertise

Opposite Sex - Relationships

Men- transactional, then relational

Women- relational, then transactional

How to help people remember you

STARTING QUESTION: HOW DO YOU WANT TO BE REMEMBERED?

How will people remember you? Here are the top 10 ways to help people remember you.

1. Be kind and engaging.
2. Give them your contact info or business card.
3. Infect people with excitement about you and what you are about.
4. Ask lots of questions.
5. Be real! Authenticity is seen as strength.
6. Be vulnerable...at the right times. This is an art. Many people don't understand when the right time is to be vulnerable.
7. Share genuine compliments and encouragement.
8. Stand up for a cause you believe in. What ways are you serving and giving back? It's got to be bigger than money.
9. Represent yourself well. Dress, self-care, etc.
10. Smile and be confident. (Not arrogant...big difference)

Best practices in Relationship Building:

Complete every transaction in your business and don't give up! Always do what is right before and after the sale.

Don't try to immediately close a deal with someone you just met. Build a relationship.

Listen and ask questions (Write their needs on the back of their card and then get back to them).

Play the long game, not the short game.

Don't be afraid to help people. If you are not helping people, maybe get a new occupation.

Don't be afraid of people. They need your help ☺.

When you have a real relationship, ask for a referral – don't beat yourself up forever over a relationship that is going nowhere.

However, never burn a bridge / kill a relationship - stay friends, properly categorize the relationship.

Categorize relationships as to their potential to develop a referral (hot, warm, mild (cold)).

Social Media- remember, this is an internet billboard about you.

Do's and Don'ts – See handout

Timeliness (on-time, as agreed, only as asked).

Cards, leave-behinds , name-tags.

Accountability partner (have a mentor, be a mentor).

Welcome new people, meet them! (Be a host, not a guest).

Train, practice, prepare, be well-polished – go to classes like this OFTEN and Teach classes like this.

Tracking (CRM). No more spreadsheets. *Zoho *Monday *Capsule *Nimble *Asana *Trello

Automation (within your CRM or beyond). – *Zapier

Schedule real time for this, a specific number of hours per week.