

A photograph of three business professionals in a meeting. A man in a suit is on the left, a woman in a white blouse is in the center, and another man is partially visible on the right. They are all looking at a document or screen. The background is a bright, modern office with large windows.

BUSINESS RELATIONSHIPS

INTUITIVE BUSINESS

By Jennifer Angel

3 STRATEGIES

**How to Navigate
Business Relationships
for Successful
Outcomes!**

JenniferAngel.com

Business Relationships

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How To Navigate Business Relationships for Successful Outcomes

You have an important meeting with your client, (or perhaps it's your superior) and you really want to make a ***GREAT Impression!***

But it's more than that!

You want to build a successful and long lasting relationship, because you have deals, products, services and strategies that you know your client will just love and will totally understand.

When your client can see the benefit to them in what you have to offer, then of course, they are going to come on board, right?

But sometimes, no really, always..

IT'S ALL ABOUT THE RELATIONSHIP!



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YOU

- You are an expert in your field
- Your track record speaks for itself
- You have glowing testimonials that show how effective you are
- You have helped hundreds, even thousands, of people and their companies reach their goals
- You know how to achieve positive, productive and prosperous outcomes

THEM (your client - their procedure and questions)

- They have done their research, and yes, they are convinced you know what you are doing
- They know what they want, mostly, and they need you to make suggestions to firm up the package
- What are they thinking:
 - Can they trust you?
 - Can you deliver?
 - Are you flexible?
 - Are you negotiable?
 - Can you work with their team?



CAN THEY WORK WITH YOU?

Will the process and interaction be easy, or difficult?

Will you find solutions or get stuck on the hamster wheel with problems?

Will you find ways to overcome difficulties, and be flexible?

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3 STRATEGIES!

3 Business Relationship Strategies that can Make a Deal

Strategy One - Know Your Client Are they Detail or Overview People



DETAIL PEOPLE

- How well do you know your client?
- Are they detailed-orientated?
- Do they need to know 'everything' about the package you are presenting?
- Are they interested in the back-end and how it all comes together?

These are Detailed-Orientated people, so don't give them the quick overview.

Allow extra time to cover everything, and make sure they have all their questions answered. When you cater to their needs, you will win them over. You will be on your way to building a positive and prosperous relationship.

OVERVIEW PEOPLE

- They ask questions. Pay attention, as they will tell you what is important to them?
- Are they visionary with the big picture in mind. Is their communication direct, and concise?
- Do they know what they want and make decisions easily and quickly?
- Do they quickly scan through your presentation and go straight to the summary?

These are Overview people. Don't go into minute detail, you will lose them, and quickly.

Keep it short, direct, to the point. Be concise, cut to the summary, and give them the meat.

If they give you buying signs, then go to the close and next steps.

If you do this, they will love doing business with you - forever!

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Strategy Two - Know Their Patterns



How Does Your Client Organize Their day?

Get curious about what, when and where your client does business and how and when they communicate with you.

Become Aware of Your Client's Patterns?

- Do they work on the run, conduct business while traveling or in transport?
- Are they quick to respond and clear their inbox during the day?
- Do they have certain times allocated for communication and typically respond at the same time each day, early morning or later in the day?
- If you need a quick response, send your communication before their typical pattern of communicating so you don't lose valuable time waiting for communication.
- Can they make the decision, here and now, or do they typically want to think about it, and if so, then for how long?
- Do they need to consult with others? Is it important to get others involved?

When you learn about your client's patterns, business will run smoother, and the waiting time for the back and forth chess game of communication and negotiation will be less stressful, more productive and strategic, and lead to successful outcomes.

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Strategy Three - Questionnaire Assessment

Get Organized, Be Prepared, Ask Questions!

But not just any questions, be strategic and methodical with your questions. This is a fact finding exercise that will reveal a great deal of information about your client, so take time to put together a questionnaire, which will provide you with the information you need. But don't send it to them, or delegate to someone else, ensure you ask the questions personally and you will get a feel of what your client thinks and feels, their frustrations and challenges, and what they want to achieve.

- Who are they, what do they like, can you find a common ground that can connect you - encourage them to tell their story.
- What are their goals, what do they want to achieve and what do they aspire to do.
- What is the company's mission, what is the foundation of their business and where do they want to be in the future. What's their business plan?
- Do they have a timeline you need to work towards, or is it flexible?
- Are there industry specific questions, and is price important?

Be thoughtful about your questionnaire, come up with approx. eight (8) questions that will typically take no longer than 15-20 minutes of your client's time.

When you are interested in your client, they in return, will become interested in you!

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3 STRATEGIES!

3 Business Relationship Strategies that can Make a Deal

Strategy One - Know Your Client - Detail or Overview

Strategy Two - Know Their Patterns

Strategy Three - Questionnaire Assessment

My Name is Jennifer Angel, I'm an INTUITIVE CONSULTANT, with published work in New York Daily News, Harper's BAZAAR, Huffington Post, to name a few. If you are interested in building business relationships through courses, coaching or consultations, then I would love to hear from you.

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