

# Five Secrets to Relationship Marketing Success

## THE FIRST SECRET: “THREE-LEGGED STOOL”

Andre Perdue, the manager of Red Rock Collision in Tempe, Arizona, shares his secret which call his” three-legged stool”

The first leg refers to is giving great service. Andre is passionate about the service he provides his customers, Why. Because all of his customers have just experienced a car accident, full of apprehension, and loaded with questions. First and foremost, he knows he has to deliver impeccable trust and service

The second leg is communication. How many of you go into repair shops or service-oriented companies and find the biggest problem is a serious lack of communication? You don’t fully understand what you’re getting into or what the price is. Andre makes a point to **over-communicate**. He says you have to spend the time massively communicating to your customer about your service, what they can expect, what they can do. “I’m going to provide the best service in the world,” Andre says. “I’m going to communicate six ways until Sunday. I’m going to follow up with emails. I’m going to do all kinds of stuff to make sure you know exactly what the process is.”

The third is appreciation. Appreciation is the leg that really solidifies the three-legged stool. “If you’re my customer, I’m going to appreciate you. I’m going to send out a card and gift and different things to shower you with appreciation,” Andre says. “I’m not just going to share appreciation digitally. I may send an email and say thank you. But I have to follow up with a tangible touch, a card and gift in the mail. It doesn’t work unless you do all three.” You need to deliver impeccable service, incredible communication, and then tangible appreciation on the back end; that is how you drive your business with the heart.

## THE SECOND SECRET: STAY TOP OF MIND WITH TANGIBLE TOUCHES

There a tremendous significant to providing a tangible touch. There are real businesspeople from all over the world who talk about how the tangible touch to prospects and customers has transformed their businesses.

Typically, the most effective tangible touch is a greeting card and possibly a gift attached that shows up in a real mailbox. Even on social media you can give tangible touch through the words used, questions asked and time given all without an agenda.

Let tell you about Paul Rising is a custom homebuilder based in Colorado Springs, Colorado. He sends out tangible touches in two different ways. The first way is the obvious one: he sends

thank you cards and stay in touch cards to his prospects and clients. The second way is less obvious but highly effective. He sends cards to celebrate people in his community. He simply follows social media and traditional community news channels to see who is doing what in the community.

He tells the following story:

There is a real estate agent we know here in Colorado Springs. We found out she had won a local award and was kind of celebrating it on Facebook. We sent her a really cool gift and a card, just saying, “Congratulations! You did a fantastic job. We appreciate you. We appreciate your contributions to the community.” In turn, she called us and thanked us for that card, and she said, “Hey, you know what? I have a client who’s moving here from California and I would like you to meet them.” So long story short, we met them and developed a little bit of a relationship. They got to see some of our products, and they hired us to build their next home here in Colorado Springs. By the way, that was a million-dollar home order that we received from one celebration card we sent.

### **THE THIRD SECRET IS “THANKING PEOPLE THROUGH THE PROCESS”**

Thanking people through the process simply means you thank people through all phases of your business transaction. You always thank a prospect before you land any business with them, you thank them for the business when the transaction is complete, and you thank them down the road, perhaps on the anniversary date of the transaction.

An example of practicing this secret is Dave Potter, the tree service guy. Dave always thanks people for allowing him to do an estimate. He usually puts a picture on a card of the property he is estimating to prune trees. He then thanks them when the transaction is complete with a picture of the property after he pruned the trees.

Whatever line of work you are in, there is a process your prospects and customers go through with you. You can’t thank people enough.

### **THE FOURTH SECRET IS “YOUR BUSINESS IS ABOUT TAKING CARE OF PEOPLE”**

It doesn’t matter what business you’re in. Everybody is in the business of taking care of people. In fact, your business is what you do; taking care of people is who you are. The better you are at taking care of people, the better your business is going to be. You can get up every morning and decide, “I am about taking care of people who are in my life.” Your business puts you in front of people. That’s the opportunity you have every day to take care of somebody.

Tom Lambert of Shadetree Automotive talks about this. He says, “We don’t just fix cars. We take care of people.” And everybody in his shop knows that philosophy. We don’t just fix cars. We take care of people, and that makes a big difference. When you go into his automotive shop, he has freshly baked cookies waiting for you. There’s the aroma of cookies in the air and he provides that. So, he is all about taking care of people and fixing cars is just a byproduct of that.

## **THE FIFTH SECRET IS TO “BE INTENTIONAL ABOUT RELATIONSHIPS”**

Beyond Wynn is a real estate investor. He says if he had to make a decision between chasing money or chasing relationships, he would chase relationships every single time. He went through a monumental shift in his life to be able to say that. He went through a period of time where business was about business. It was all about making money! About 10 years into his business, he transformed into becoming a relationship person.

Beyond states, “If you have to make a decision about pursuing money or pursuing relationships, which is it going to be? If you want relationships, you’ve got to be in the mindset of pursuing relationships.”

Get yourself out there:

Talk to people.

Be nice to people.

Look people in the eye.

Be kind to people every day.

Be in it for the relationship only, not for the business that may follow.

Be about people.

Beyond Wynn says, “You simply need to care about other human beings every single day of your life. That just has to become part of you. It has to become a practice you do all the time, whether you’re doing your business or not. That way, it naturally flows into your business when you’re doing business. When you are intentional about relationships, people feel that. People don’t buy your product. They don’t buy your service. They buy you”.

And so, if you’re intentional about your relationships, people are going to feel that and buy into you. They’re going to know you truly care about them. If you want to talk about making genuine and powerful human connections, these simple secrets will get it done