

## **Building (Business) Relationships Takes TIME**

A major skill often requiring some fine-tuning with most entrepreneurs is the process of building relationships with prospective clients and future business associates BEFORE asking for the sale or discussing business participation specifics.

Most entrepreneurs are taught to talk to anyone and everyone they know and meet as soon as they can, about their new business BEFORE someone else gets to them first. This goes against all good business logic.

People do business with those they know, like and trust. New prospects need more than a first meeting to know, like and trust you. In all businesses, it takes time to build relationships that are mutually beneficial.

Be professional, focus on your goals and create a reason for people to do business with you – PERSONALLY!

“Bolts of Lightning”

Eric W. Leaman