

HOW THE

WORLD'S

MOST SUCCESSFUL

BUSINESSPEOPLE

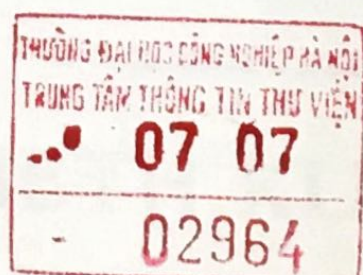
BUILD RELATIONSHIPS

AND WIN CLIENTS **FOR LIFE**

THE CONNECTORS

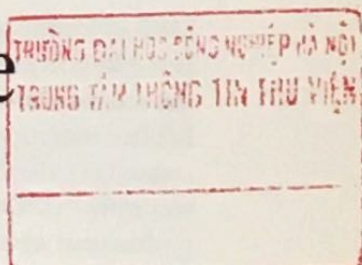
MARIBETH KUZMESKI

THE CONNECTORS



THE CONNECTORS

How the World's Most
Successful Businesspeople
Build Relationships and
Win Clients for Life



MARIBETH KUZMESKI



Copyright © 2009 by Maribeth Kuzmeski. All rights reserved.

Published by John Wiley & Sons, Inc., Hoboken, New Jersey

Published simultaneously in Canada

No part of this publication may be reproduced, stored in a retrieval system, or transmitted in any form or by any means, electronic, mechanical, photocopying, recording, scanning, or otherwise, except as permitted under Section 107 or 108 of the 1976 United States Copyright Act, without either the prior written permission of the Publisher, or authorization through payment of the appropriate per-copy fee to the Copyright Clearance Center, Inc., 222 Rosewood Drive, Danvers, MA 01923, (978) 750-8400, fax (978) 646-8600, or on the web at www.copyright.com. Requests to the Publisher for permission should be addressed to the Permissions Department, John Wiley & Sons, Inc., 111 River Street, Hoboken, NJ 07030, (201) 748-6011, fax (201) 748-6008, or online at <http://www.wiley.com/go/permissions>.

Limit of Liability/Disclaimer of Warranty: While the publisher and author have used their best efforts in preparing this book, they make no representations or warranties with respect to the accuracy or completeness of the contents of this book and specifically disclaim any implied warranties of merchantability or fitness for a particular purpose. No warranty may be created or extended by sales representatives or written sales materials. The advice and strategies contained herein may not be suitable for your situation. You should consult with a professional where appropriate. Neither the publisher nor author shall be liable for any loss of profit or any other commercial damages, including but not limited to special, incidental, consequential, or other damages.

For general information on our other products and services or for technical support, please contact our Customer Care Department within the United States at (800) 762-2974, outside the United States at (317) 572-3993 or fax (317) 572-4002.

Wiley also publishes its books in a variety of electronic formats. Some content that appears in print may not be available in electronic books. For more information about Wiley products, visit our web site at www.wiley.com.

ISBN: 978-0470-48818-8 (cloth)

Printed in the United States of America.

10 9 8 7 6 5 4 3 2

CONTENTS

Introduction	ix
PART I	Winning Business with Relationships
CHAPTER 1	The Common Denominator of Greatness and Success: It's Not Money, It's People! 3
CHAPTER 2	You Can Be a Connector Even If You're Not a Natural People Person: How Social Intelligence Makes a Major Difference in Business 19
CHAPTER 3	The Connector IQ Assessment: Am I Socially Intelligent? 31
CHAPTER 4	The Red Zone Connectors Formula: The Principles for Building Valuable Relationships 42
PART II	How Do They Do It? The 5 Traits of Connectors
CHAPTER 5	Develop a True "What's in It for Them" Mentality: Focusing on Others Brings More for You 53
CHAPTER 6	Listen! Curiously Listen! 65

CHAPTER 7	Important Questions to Ask That Attract Connections	83
CHAPTER 8	Getting the Sale to Close Itself: Using Creative Strategies to Sell Without Selling	96
CHAPTER 9	Create a Memorable Experience: Differentiating Yourself by the Impact You Leave on Others	106
PART III	Applying the 5 Connector Traits	
CHAPTER 10	Gain a Stream of Profitable Referrals: The Litmus Test for Relationship Success	125
CHAPTER 11	The Employee Connection: The Critical Factor in Creating Clients for Life	138
CHAPTER 12	I Don't Have Time to Connect! Finding the Time to Connect with an Already Busy Schedule	147
CHAPTER 13	Find a Mentor: The Influence that Leads, Motivates and Holds You Accountable	154
CHAPTER 14	Women's Organizations: Fulfilling a Unique Need for Women to Connect	164
PART IV	Power Tools for Relationship Building	
CHAPTER 15	How to Get the Most from Outlook, ACT, and Other CRM Software: Strategies for Organizing and Tracking Relationships	175

CHAPTER 16	Christmas Cards Don't Work: Meaningful Strategies for Keeping in Touch	182
CHAPTER 17	Using Speaking Skills to Develop Relationships: Simple Strategies to Connect Powerfully When Speaking to Small and Large Groups	191
CHAPTER 18	Connecting through Social Media Technology: How to Get the Most Out of Facebook, LinkedIn, and Other Social Networking Sites	200
CHAPTER 19	The Contrarian Networking Strategy: Create Truly Effective Networking <i>Not</i> Focused on Networking	212
CHAPTER 20	Coaching Your Way through to Better Relationships: A Self-Coaching Exercise for Improving Business Relationships	222
CHAPTER 21	Financial Advisor Relationship Strategies: A Niche-Based Look at Connecting with Dramatic Sales Results	235
Notes		248
Index		251

INTRODUCTION

They may forget what you said, but they will never forget how you made them feel.

—Carl W. Buehner (1898-1974), Mormon leader,
businessman, and author

I have the great fortune of being able to personally meet some of the most successful sales professionals in the world—some of whom we work with at my marketing consulting firm. I have been long captivated with the “how do they do it” aspect of success in business, as many of us of course are. How do they think? What are their characteristics? What are the similarities among the most successful businesspeople? What consistent actions do they take? What drives them? What has combusted to make them who they are and to produce such exceptional accomplishments?

Interestingly, this same curiosity about what makes others successful is also present in those enjoying current success. The individuals and firms with whom we consult know that we have other profitable businesses with whom we work with on strategy and business development. That is the reason, I believe, that the most frequently asked questions I hear are “What are other firms doing that’s working?” or “What exactly is she doing to bring on so many sales?”