

How to use *Marketing* to Build Relationships

Marketing applies to all areas of our lives!

I wrote the book *Marketing is King!* to demonstrate how multi-dimensional and broad marketing really is. It can be applied to all areas of life, be it business, personal, social or professional. It also can be used by anyone at any time.

Today I will show you how to use marketing to build relationships that are powerful and long-lasting.

We live in the relationship age

Some may argue that we live in the information age, but in my opinion, we live in the relationship age. It is the ability to use information intelligently and wisely that really makes the difference. There is no shortage of information: It's all about who can get the most out of it in the shortest period of time. And the ability to do it to a high degree depends on the ability to develop relationships with other people. Not one of us is alone on this planet – anything we need involves some form of interaction with another person.

Many people lack social and people skills that allow them to build relationships with others very quickly. Whether business, personal or professional, success to a high degree depends on what others think of you. However good you may think you are, unless others feel the same way, you will not achieve your true value.

The secret to relationship marketing is “Others”

Marketing is the concept and principle of bringing others the value they want and desire. This value is called perceived value. If you do this, people will want to buy your product, service or idea, or to build a relationship with you.

But how many people today take the time to truly understand the needs of others? It is said the most interesting person is the most interested: having a real interest in others.

One of my hobbies is teaching people how to hunt for a job.

The first thing I do when teaching job hunting is to change my students' mind set. Most people looking for a job are really looking for a "paycheck," but the person who is in a position to hire is looking for someone to solve a problem. A job is a problem someone wants to pay you to solve.

To find a job, simply find a problem to solve. The way to do it is to approach others with a real interest and desire to solve their problems. A simple heartfelt letter or call to the right person can land a "job" in a very short period of time. Keep your **focus on helping others solve their problems.**

Most people have the whole thing backwards...they put themselves first. It is very easy to get caught up in this trap - don't let it happen to you.

A personal relationship is simply caring about someone else

The world unfortunately teaches us to be so focused on ourselves and our needs and desires, so we tend to forget "to get what we want, we need to help others get what they want first."

In any personal relationship, the way to bond with another person is simply to find out what is important to them. Take the time to investigate: It's fun in itself. Ask people their likes, dislikes, what gets them excited, depressed, motivated, etc.

I advise my married friends to write joint goals with their spouses. Goals shared with loved ones will have a positive shared outcome.

Whether it's a personal, business or social relationship, take off the "me" hat, and put on the "you" hat. Really try to understand what is important to others. Everyone has a view and opinion: It may not necessarily be right, but it's enriching to find out!

Be a counselor - people like to talk, and once they trust you, they will confide a lot of things you never expected. But

please, make sure your intentions are honest. A true marketing professional has an honest interest in people and wants to find the opportunity to add value.

Putting others' interests and thoughts ahead of your own is what ultimately will make you successful in business or life. Start to take an interest in others, and they will certainly take an interest in you. Learn to ask quality questions. Look at Larry King if you want some ideas on how to ask those questions.

Relationships are everything

In my opinion, the ability to quickly build and manage a relationship is the single most important quality you can develop. It will allow you to move into a new circle of friends very quickly, which is basically what we call networking. **The ability to network is critical to success.**

It is a well-proven fact that 70 percent of all jobs are obtained through networks. And the fastest way to grow a business is through referrals. It's all networking.

So it's critical to connect with people in the shortest possible time! Others help to make our lives fun and enriching, and we can speed the process by being truly empathetic and caring.

Compassion and Caring Really Shows

I teach sales people they don't really need to sell as much as they need to show others how they can help them. Bringing value to others is quality marketing – the rest will take care of itself. When you show others how you can help them, they will naturally be interested in you.

Top salespeople are top problem solvers. They are there to better the lives of others. They persist because they truly believe their product, service or idea can make a positive difference in the lives of others. They want to make a

difference. The compassion and caring really shows.

What to do if your relationships are not working out

Whatever the arena, business or personal, remember **people never reject you, they reject the value you bring to them.**

If you struggle with a relationship, critically look at your marketing. It simply means you are not delivering the value the other perceives to be important. Let's look at a few examples

Business: You are getting a lot of rejections.

Feedback is food for champions. I always tell my job hunting students to get feedback from those they send their value propositions to. They can learn why they were not called for an interview, for example. Feedback equals improvement. It gives you the chance to become more focused, have a better direction, and to make new friends that may actually refer you to others who can hire!

Social Relationship: People don't like you

Remember again it is not personal – it reflects the way you are marketing. Ask for feedback, and don't get mad at the answers. In many cases people may often perceive you very differently from the person you truly are. You can only improve by asking others for their honest opinions. When was the last time you asked your spouse or friends about your strengths and weaknesses, and didn't get defensive when they gave them to you?

You will be amazed. Small changes in the way you act, greet and interact with people can have a profound change in the results you get.

Professional Relationships: Your boss does not like you

Most people at some point in their careers have a problem with a boss. But few ever sit down with him or her and ask

why. All quality relationships are built on trust, honesty and integrity. Again, nothing personal, it is simply the way you are marketing. Your boss may undervalue your contribution, so you must be under-marketing. He or she may not recognize the value you bring.

The magic formula: Feedback = Food for Champions.

A TRUE MARKETER NEVER ASSUMES. THEY ALWAYS ASK. Ask others for feedback, and then change accordingly.

Summary

Marketing is very simple. It is about bringing value to others. Our success in life is to a high degree dependent on what others think of us. If they like us, they will call, make great job offers, want to build relationships, etc.

But to be liked, we need to bring others the value they perceive to be important. This can only come through spending time to find out what is important to them.

Once you change your mindset to that of a true marketing professional and wanting to help others, your life and relationships will become very rich and rewarding.