



By Sharan Tash

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Relationship Selling – The Easiest Process to Build Over Time

Each one of us is in business development – or as many people call it “sales”. Webster’s Dictionary defines sales as, “operations and activities involved in promoting and selling goods or services.” Aren’t we doing this every day?

When you walk into a store for help, don’t you smile in hopes that someone will come to help you? When you meet someone new, aren’t you hoping that the relationship will continue if it is good? These are all one-on-one connections.

We have learned sales from the time we were children. We asked for another cookie from our parent. We begged for permission to sleep at a friend’s house. We negotiated to stay out past curfew or tried to convince our parents that we were responsible to own a car.

Today we are still in sales. We sell our abilities, our knowledge, our skills in order to get a new job, to get a report done from the other department, to get a promotion, to get new business, to get volunteers, to raise money. We are all using sales every day to survive in this world.

[Maureen O'Brien](#) and I did a presentation in May for the Women's Leadership Exchange on the importance of building relationships in the sales process. Still questioning the importance of relationships in the sales process?

Wouldn't you rather buy something from someone you know?

Wouldn't you be able to sell your product or services easier to someone that knows you?

When I refer someone, I am referring someone that I have a relationship with because I know that they will do an outstanding job for the people I am referring them to. Not only will my referral source be happy because they got new business, but the people I referred them to will be happy because the job was done so well.

To learn more about the art of Boomerang Business Development, [Boomerang Networking](#)[™], and [Boomerang Sales](#) and to develop the skills of listening, asking questions and giving, contact Sharan Tash at [The Professional Networker](#) or email Sharan@SharanTash.com.

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