

Developing and Deepening Relationships is your Paramount Duty

Contact Relationship Management (CRM) is one topic more people spend money on but yet fail to invest the time or practice what is needed to have a successful system. The pipeline, the sales funnel, the projections all point back to a maintained CRM. When lean or slow times hits your industry that is not the time to try and catch up, if you are up to date you will be rewarded for your effort.

Times have changed our method of communications. How many times have you been asked “did you talk to so and so today?” You quickly answer yes, did you really talk to them or did you use text, email, Facebook, etc. to communicate with them? Well in business we must understand a few things:

- A friend is not somebody you check their Facebook status now and then
- Your network is not who you are connected to on LinkedIn
- Conversation can't happen in a blog or post on social media
- Is Twitter where you want to have a discussion with a friend

So, let's do this, let's drop the Contact and Management from Contact Relationship Management and let's just call it Relationship Marketing. Our new system is designed to grow leads into trust, once we have developed trust it completely changes the way we do business. Trust turns work into fun, trust removes any uncomfortable feelings in the sales process and finally trust helps us to get to YES.

It's time to stop looking at people as a means of making a sale rather as someone you can build a relationship with for the outcome you both desire. Become the farmer who feeds his family year around from the bounty of their labor and not the hunter that goes and gets one meal at a time!

Folks I am very passionate about contact and time management. I will be writing many more articles/blogs about both moving forward. My “Raise the Bar” campaign is to help REALTORS® maintain their place in the real estate industry and not be pushed out by technology and money from outside influences. PLEASE feel free to share, this is article number 5, you find them all on my Timeline or website DickBetts. #raisethebar