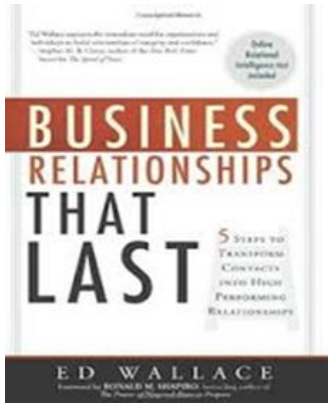




Competitor Proof Your Company

August 10, 2021



Ed Wallace

Managing Director, AchieveNEXT Human Capital



Ed consults with and speaks for corporations and associations across the globe with a client list that is a Who's Who of Fortune 500 companies. He is the author of *Fares to Friends, Creating Relational Capital, Business Relationships That Last*, and his most recent the #1 best seller, *The Relationship Engine*. Ed was recently published in the *Harvard Business Review*. In addition, he is currently on the Executive Education faculty of Drexel's LeBow College of Business and Villanova University's Human Resources Master's program.

<https://www.linkedin.com/in/edwallace007/>

***“People buy from people
they***

!”

#1 Reason People Buy...

SHARE COMMON GOALS!

89%

of senior executives say...

relationships have a highly significant impact on their business results.

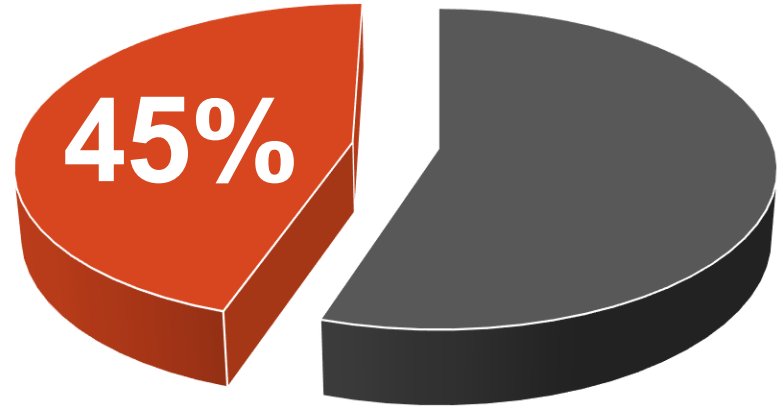
Candace Bennett and Associates Executive Survey





The Relationship Challenge

The best relationships
only work at **45%** of
their potential.

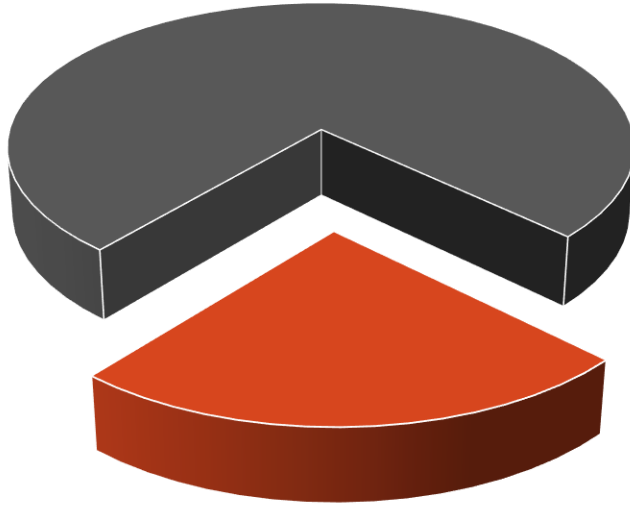


Untapped Potential

Yet only...

24%

use a formal process to
build business relationships!



Why is
that?

The day that Albert Einstein
most feared has finally
arrived!

Having
coffee
with friends



A day in the park



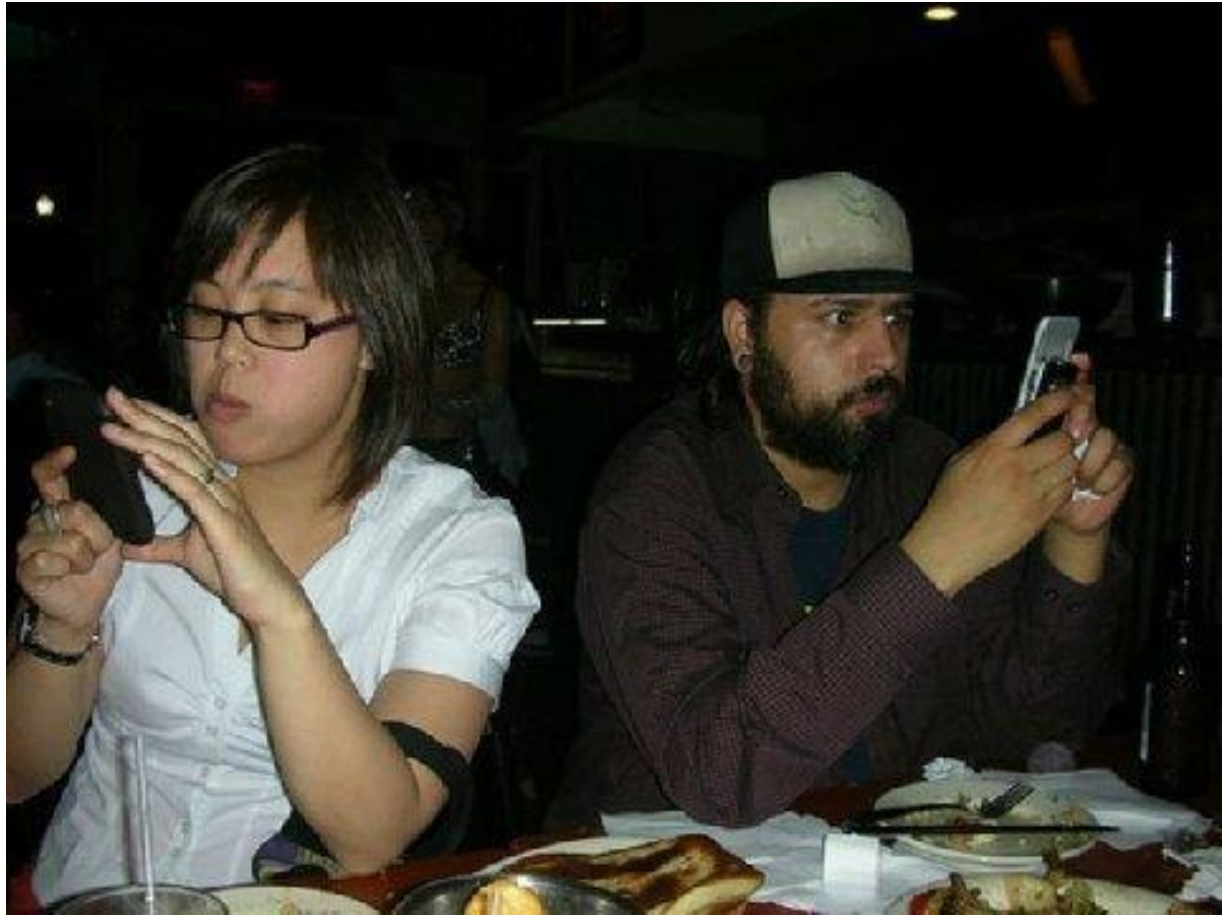
Cheering on
your team



What could
they be
thinking?

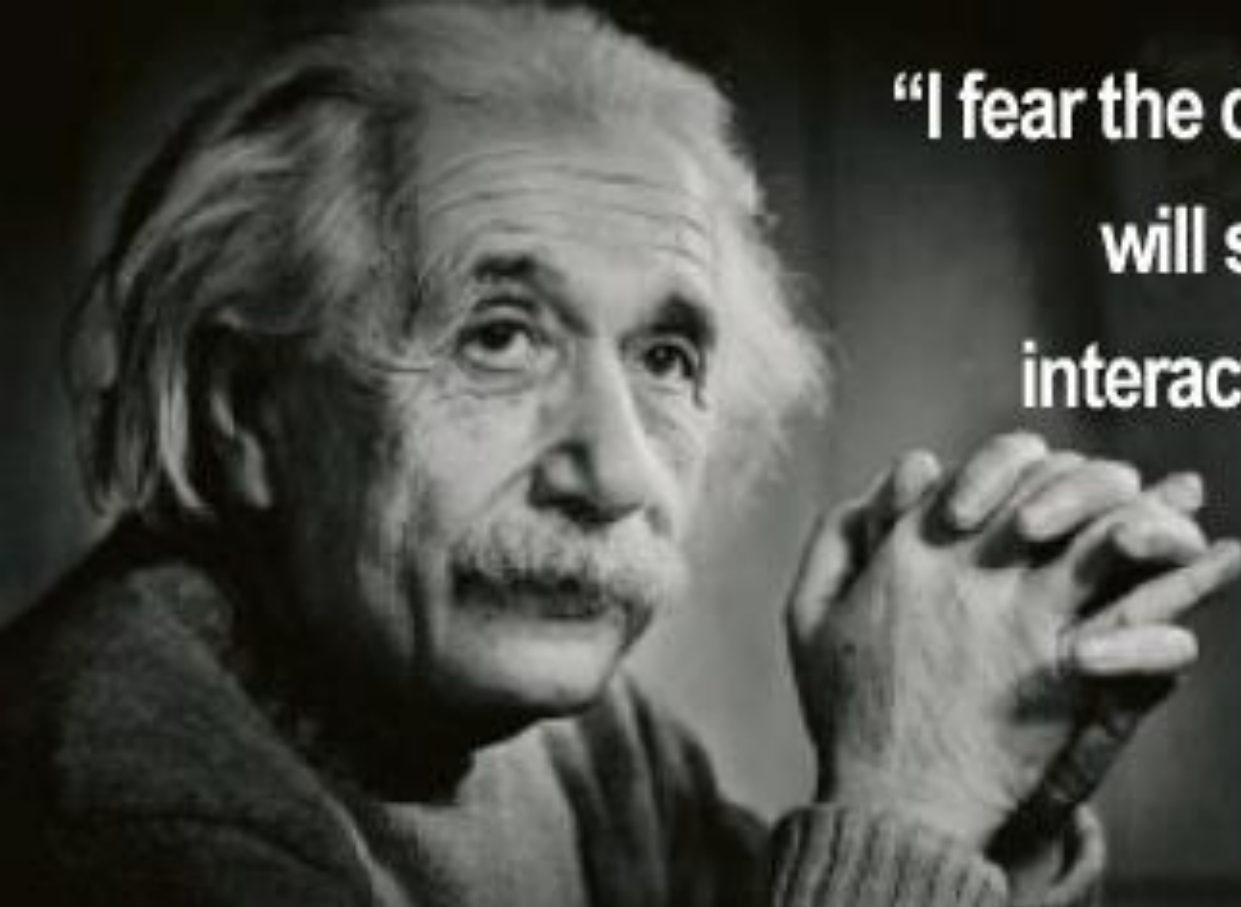


Out on an Intimate Date



Irony of life





**“I fear the day that technology
will surpass our human
interaction. The world will
have a generation
of idiots.”**

Albert Einstein

***Business Relationships are a
play without a script!***

Story





Max's Secret to Success

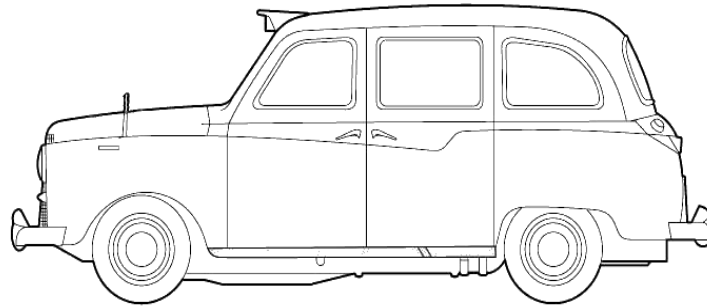
“The *little extras* that turn fares into friends.”



What does your taxi ride
look like?

What Does Your Taxi Ride Look Like?

PROs – *What behaviors/actions do you do well to create Distinctive Value in your Important Business Relationships?*



CONs – *What improvements can you make to create Distinctive Value in your Important Business Relationships?*

***It all starts with
Worthy Intent***

Worthy Intent

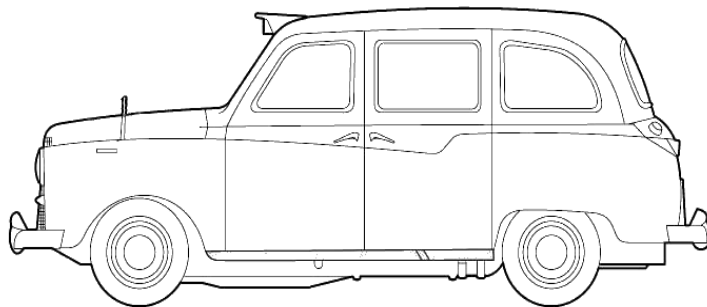
The inherent promise you make to keep the *other person's best interests* at the core of your business relationship!

Displaying Worthy Intent is all about...

*Identifying Customer, Prospect, and
Colleague behaviors that **validate
your good intentions.***

What Does Your Taxi Ride Look Like?

PROs – *What behaviors/actions do you do well to create Distinctive Value in your Important Business Relationships?*



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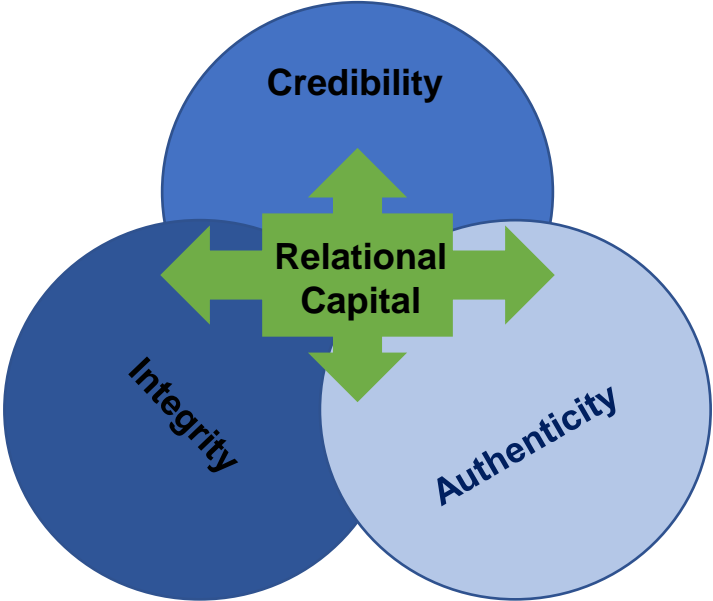


Relational Capital

Relational Capital

The *distinctive value* created by people in a business relationship

Essential Qualities of Relational Capital



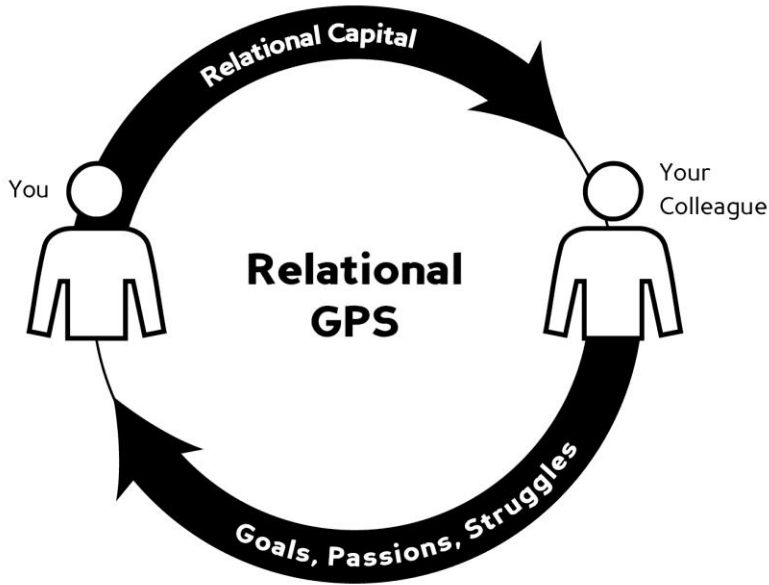


Locating Relational GPS®

GPS



Universal Framework for All Business Relationships



Relational GPS®

Goals: Growing business 25% in 2021

Passions: Traveling to connect with family members

Struggles: Securing resources for 2022 plans



Virtual Relationship Skills

Virtual Relationship Building Attributes

- **LinkedIn versus Social Selling**
- **Warm, professional home setting**
- **Authentic conversations**
- **Practice facilitation skills**
- **Engage by asking questions to understand NOT by asking questions to speak next**

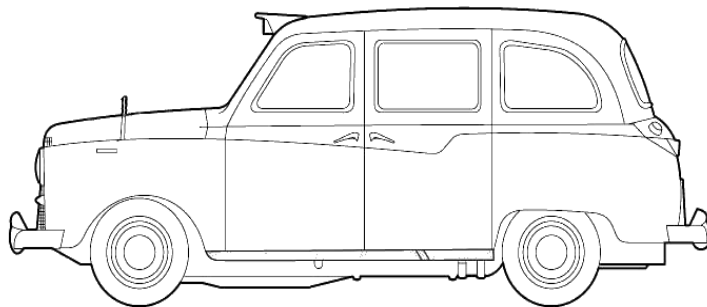
Tomorrow – 9:15 with Ed

Deliver Impactful Value Propositions

- Strong Discovery Questions
- ASK, ASK, ASK, TELL
- Qualify better with BANT

What Does Your Taxi Ride Look Like?

PROs – *What behaviors/actions do you do well to create Distinctive Value in your Important Business Relationships?*



CONs – *What improvements can you make to create Distinctive Value in your Important Business Relationships?*

Another Max Story

Max's Approach Delivered Real Business Performance

- Unmatched customer loyalty
- More frequent trips
- Made everyone's day a little better
- Competitor proof
- Respected Advisor



Relational Leaders...

...think *“relationship first”* during every interaction!!!





Competitor Proof Yourself®

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