

# Kingdom Culture - Relationship Marketing

Notes from talk by Stew Hanney

## Introduction

The greatest influence in your life is Jesus

He lives within you

Jesus was the most relational man and influential man who has ever walked on the earth.

So

If Jesus lives in you then you too get to be relational and as influential as Jesus.

## Relationship Marketing

- Selling is not about trying to get people to like you or buy products, it is about building relationships and growing your influence.
- It is honouring people around you and making people feel valued. Influence is where sales take place.
- If you go in first trying to get a prospect to bite, to get them to buy a product or service – your message is “I want your money”.
- In relationship marketing you lead with the relationship – you find out about their lives – you listen and you honour.
- Your goal is to make a connection not a sale.
- Make friends first – be friendly, warm, inviting.
- Show genuine interest – this establishes trust.
- Listen well. Listening is honouring, it makes you trustworthy to another person. Use direct eye contact.
- Use words of encouragement – people love to be encouraged and most people feel they do not receive enough so give it away freely. Drop in “that’s good”, “well done” as appropriate.
- Use Their Name Often – our name is so important to us. In a card shop looking at named key rings we always look for our own name first. People love to hear their name so use it.
- Think long term – think “I want a long-term business relationship with you”

How to build the relationship – **F O R M**

**F**amily – where are you from, do you have family, how old kids – find out about their life

**O**ccupation – what they do, how long in job, company etc

**R**ecreation – things they do for fun, holiday, sports, hobbies

**M**essage – Now present your message – how I can help you.

The FORM model gives 75% to building the relationship – 25% the message.

Remember Jesus was influential and relational, you get to be as well.