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Positive Relationships Are The Key To Business Success

By Craig Valine

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In business, it's easy to burn bridges with people. By "burning bridges" I mean, destroy relationships with your customers, clients, employees, vendors, etc.

It's one of the biggest mistakes I see businesses make. And quite frankly, it's a stupid mistake. It's so stupid, I'm willing to admit I was the reigning champ of burning bridges with my clients and friends...and it cost me dearly.

There was a time in my life when:

- * I wouldn't return phone calls
- * I wouldn't follow-up with a referral from a client
- * I'd miss an appointment and not call to apologize
- * I wouldn't pay my vendors on time
- * I'd squabble over a few dollars, or
- * I'd act apathetic from a good deed from another

Isn't that stupid? Of course it is. And, I'm not-so-happy to say that I am NOT the only person who does this. Many of my own clients don't even realize how damaging it is to their own business, their reputations, and their credibility.

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I AM happy to say, however, that I've mended my ways. The primary reason I got my act together was because a teacher of mine gave me a proverbial 'slap-in-the-face' and said, "your business is about relationships and you are detroying all of them."

I really took that to heart. I do understand that it's important to cultivate, maintain and nurture relationships with the people we do business with – not to burn bridges.

My business (marketing coaching) relies completely on my reputation, credibility, and the rapport I build and keep

with my clients. If I burn bridges with my clients, I burn a little bit of myself along the way.

Positive relationships are the key to success in business.

What if we've already burned bridges with the people we've done business with in the past? Is it too late to make peace?

Or, how do we prevent burning bridges with the people we're doing business with now? Below are a few strategies that I use to prevent burning bridges and to nurture positive relationships with my clients:

- * Always treat your customers like dear and valued friends. Do the nice things for them that you'd do for your best friend or a family member.

- * If your customer has a problem, rectify it as soon as possible. Communicate with them always. Let them know exactly how you intend to handle the problem, and when you'll be in contact with them next.

- * Always try to conduct yourself nobly and professionally in the end, as well as in the beginning of a relationship with your customer.

- * If the business/customer relationship doesn't work out, attempt to salvage whatever good and goodwill are still left in the relationship. Just because it didn't work out with them, doesn't mean they wouldn't refer others to you... as long as you treat them with respect.

* Despite any differences of opinion, work hard to be honest and positive. Always be noble, respectful and genuine.

The message is simple: People understand that things go wrong. They understand that you forget. They understand that you get busy. They understand that you and your product or service may be imperfect. All they want is to feel like you respect them, you care about them, and that you'll do whatever it takes to help them.

If you've burned bridges in the past, it's not too late to start re-building them now. Positive relationships are the key to success in business, and it starts with YOU, now.

THE SECRETS OF SUCCESS IN LIFE

By Craig Lock

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I believe some essential qualities in achieving success in life are:

DRIVE

PASSION

ENERGY

SELF BELIEF and INNER CONFIDENCE

and
most importantly,

having a life PURPOSE

HOW to do it?...

Listen to that still inner voice deep within you— your soul. Nurture your inner qualities. Focus on your strengths and build on your weaknesses (but also build up your strengths even more). Develop strategic relationships where you build teams with people whose skills you lack. Build "win-win" relationships with your complementary relationships, so you all win. To do this effectively, you need to share a common vision of where you are headed.

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To do this you need to be an effective communicator in communicating your goals and vision to others. We all need the help of others to move ahead. As John Donne said so well: "No man is an island".

N.B.: Have a positive outlook on life. ATTITUDE is the most important ingredient in whether you will be successful. You can do everything else, but without the 'big A', it will be very hard.

Think differently to the masses and let your creative imagination work for you. The human mind has amazing power. Let it find numerous unique business ideas for you, if you only ASK it. Then sit back and wait for the answer to come. There are many lucrative undiscovered business and life opportunities out there, just waiting for you to take action. Be a person of ACTION. Don't just talk your ideas away.

Just be YOU. You are not in this world to live up to anyone else's

expectations but your OWN.

Summary:

The key steps to achieving success in whatever endeavour you choose in life: "ABCDE"

A ATTITUDE

B BELIEF

C COMMITMENT

D A DREAM (+ DETERMINATION + DISCIPLINE)

E ENERGY

+ PASSION

+ PURPOSE

= SUCCESS

To YOUR success

Craig Lock

Craig has studied and written extensively on the subjects of self help, personal success and how to live your dreams... after finding and following his dream for many years (at least he thinks so!). Craig is a writer, who through his various books, believes in encouraging and helping others to find their talents and gifts, to strive for and accomplish their dreams in life – whatever they may be.

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He truly believes people can overcome seemingly insurmountable obstacles, rise to any occasion and accomplish their entire dream with enough faith and commitment.

Craig LockCheck out my various books*

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