

CREDIBILITY — THE POWER TO ELICIT BELIEF

BUSINESS RELATIONSHIP TIP

The American Heritage Dictionary defines credibility as "The power to elicit belief."

Your credibility has a major impact on your success in any business relationship. We frequently discuss creating trust-based relationships, but unless you are credible early on, your opportunities to display trustworthiness will be limited.

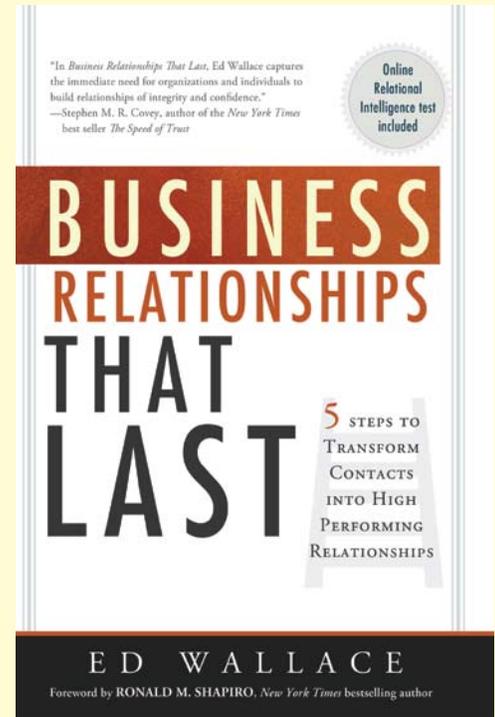
Credibility then, begins with taking the time to become interested in aspects of your colleague's business goals and objectives. Credible people transcend the automatic sense of urgency that permeates much of today's world by working to identify real priorities and opportunities.

One way to get started during conversations is to establish common ground with questions like:

- "Tell me about how this project connects to the company's strategy?"
- "What are you personally looking to achieve with this initiative?"
- "How long have you been with the company?"
- Or when all else fails... "Where are you from?"

BUSINESS EFFECTIVENESS TIP

My friend and mentor Max, the famous taxi driver, called this approach "sincere inquiry." First, try focusing on blocking out all distractions like checking your blackberry during the conversation. Second, listen intently. Third, confirm your understanding and follow up with a question that displays you listened and conveys your interest in the topic.



Business Relationships That Last, like Jerry Acuff's *The Relationship Edge in Business* and Keith Ferrazzi's *Never Eat Alone*, teaches that personal interaction and trust are critical to business success, and equips readers with the tools they need to implement this concept into their daily operations.

“The more people who use the principles and practices in this book to deepen their relationships, the richer we'll all be—and happier!”

—Keith Ferrazzi, bestselling author of *Never Eat Alone* and *Who's Got Your Back?*

ABOUT THE AUTHOR

Ed Wallace graduated cum laude from Villanova University, was a Teaching Fellow at Drexel University while he earned his MBA, and has a CPA designation in the State of Pennsylvania. He is president of The Relational Capital Group, which focuses on helping professionals advance the key relationships that most impact their performance.

