

# TRUST

## BUSINESS RELATIONSHIP TIP

Please complete the following statement:

“People work best together when they...”

My workshop participants invariably finish this statement with —

“...trust each other!”

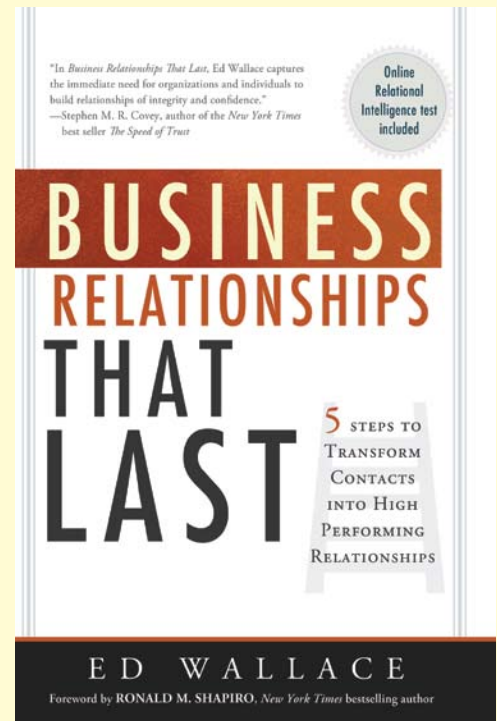
During these difficult economic times, customers and clients want to do business with companies and ultimately people they can trust. High value relationships are better equipped to weather the inevitable slowdowns and other uncontrollable factors to keep your business moving in the right direction.

*So how do you build trust?* See the Business Effectiveness Tip below.

## BUSINESS EFFECTIVENESS TIP

Trust begins with *commitments* which are the *promises* we make in business. Don't make promises you can't keep during business discussions. Even if they are made casually, somewhere along the line you'll be held to your word. Failing to produce what you've promised will create atrophy in the relationship and close the door to any future opportunities.

It's simple, **JUST KEEP YOUR PROMISES!**



*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.

