

THE POWER OF “I DON’T KNOW”

BUSINESS RELATIONSHIP TIP

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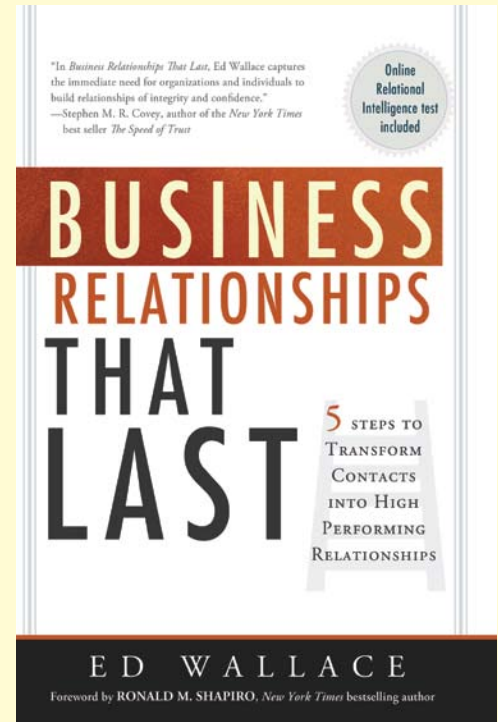
Too often we put a lot of energy into keeping up a façade in our business relationships — an appearance of strength, expertise, influence, knowledge — for fear that others will see us as weak or vulnerable.

One of the hardest things for business people is to openly admit that they don’t have all the answers. But, saying “I Don’t Know” can open the doors to a healthy discussion about possible and even better solutions. The fact that the individual may be admitting he/she isn’t the ultimate source of wisdom is not the point; the point is that now everyone is able to focus on the need itself and how to meet it most effectively together as a team.

Sometimes just saying the authentic magic words “I Don’t Know” can result in amazing things!!!

BUSINESS EFFECTIVENESS TIP

When in a business meeting, listen with more than just your ears. Sincerely acknowledging points by nodding occasionally, making eye contact, taking notes, and being fully engaged all demonstrate genuine concern for the person speaking. Watch his or her facial expressions, eye contact, and hand gestures" to pick up on unspoken messages.



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.

