

## BUSINESS IS RELATIONSHIP

There have been hundreds of researches in the market about a successful business. Building customers and maintaining them. Of course, we all work for money, but, how many of us admit it while promoting our product or our shop? The competition in today's marketplace is not for customers' money. Not at all. The real competition is for their emotions. People don't buy products & services- they buy people and their relationships. Business in life is all about forging human bonds. The idea is: people want to know that you are real. That you are decent, kind and trustworthy.

They want to feel you, sense you and look into your eyes to see what you are made of. They want to know your passion for whatever it is, you stand for. And when they sense that you are the real deal, they will open up to you. When they see that you have their best interests in mind, they will trust you- and keep your best interest in mind. Once they get that you are good, they'll be good to you. And your career (along with your life) will get to a place called "*World Class*" based on those trust connections. It's easy to forget that. People do business with people they like- and who make them feel good.

Yet most of us just don't get around to becoming masterful at the basics. Success is all about consistency around the fundamentals. "*The only thing that's rocket science is rocket science*". Nothing really happens until you move. As a good leader get out of the office and go circulate. Shake hands. Do lunches. Show genuine interest. Spread your goodwill. Evangelize your message remember that before someone will land you a hand, you need to touch their heart. And that business is all about relationships. Business is relationships and relationship is more about making people feel good. We want to be with those who make us feel happy and special and cared for and safe.

There are two people I want to introduce you to: a farmer named Ravi Shankar and Jimmy the variety store owner, two people who know about business-building than most CEO's and that would give us the glance of business to a relationship.

Ravi Shankar sells pickles. I live in Delhi and every season I hop into our car and drive half an hour to get pickles from this farmer who never seems to grow older. Sure we could get our pickles from the local grocery store five minutes from my home. But, then we'd miss the feeling that Ravi Shankar generates within us. He remembers our names. He makes us laugh. He tells us stories. He reminds us of what's best in the world. And we drive away with a big bottle of pickles and joy in our hearts. By the way, Ravi Shankar's business is unbelievably successful.

Next comes, Jimmy. Jimmy runs a variety store when the family and I go in, he greets us by name. He knows our birthdays (records them in little black book). Jimmy orders magazines like: India Today, Architectures and Interior decorators and business world especially for me (no extra charge, of course). His manners are flawless. He always

smiles. He makes us feel good. He treats his workers so well that he respects us and treats us like king. There are at least five other corner stores in our neighborhood, but, Jimmy is a master at relationship building. So, he has our loyalty. Oh, and the guy's a millionaire.

Being good is being wise. It's a smart business strategy. So, be like Ravi Shankar and Jimmy. Make people feel good about doing business with you. You will lead the field. Also treat your people well and they'll treat your customers well. You'll have fun doing it. And it's just the right thing to do.

Touch the hearts of the people you serve and they will be back for more. Let's remember one fundamental thing: (people like doing business with the people who like doing business). Thus, building and maintaining a successful business is to build and maintain good relationship.

Reference: "First Think First" by Robin  
"The Greatness Guide" by Robin

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