

# CAPITALIZING YOUR RELATIONSHIPS

HOW SOCIAL CAPITAL CAN  
SIGNIFICANTLY ENHANCE YOUR  
MARKETING PLAN

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1.

# BRANDING VS SOCIAL CAPITAL

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Understanding the different ways of  
evaluating your professional relations

**SOCIAL CAPITAL [n]:** The relationships and networks built around soft skills, influence, management, and leadership that helps get work done. (AKA: Being social has benefits.)

**STRUCTURAL (Social Relationships)**

When people know each other; are not socially isolated

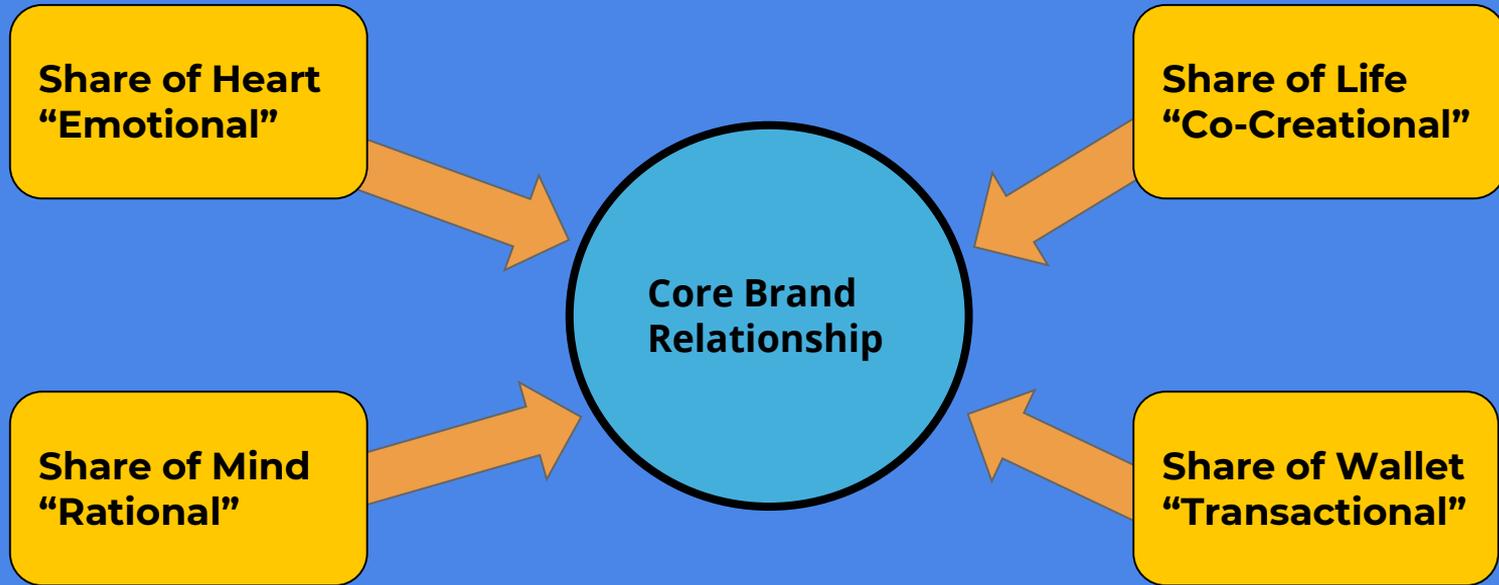
**RELATIONAL (Quality Relationships)**

When relationships are positive, involving trust, goodwill and solidarity.

**COGNITIVE (Shared Understanding)**

When there is a shared language that provides the foundation for interaction and exchange

**BRAND RELATIONSHIP [n]:** The relationship that consumers think, feel and have with a product or company brand.



# 2.

## LEADERSHIP AND RELATIONSHIP QUOTIENT

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**RELATIONSHIP QUOTIENT (RQ) [n]:**

Our ability to form, maintain, and sustain quality relationships

# EMOTIONAL FACTORS OF RQ:

## DEVELOPING OTHERS



Involves helping others learn new skills and encouraging continuous growth.

## INSPIRATIONAL LEADERSHIP



Energizing and creating a sense of direction and purpose as a momentum for change. Strive towards a compelling vision of the future.

## CHANGE CATALYST



Forward looking leaders who have a new vision of where a relationship has the potential to go and how to get there.

## INFLUENCE



Attaining business objectives through the support, trust and commitment from others over which we have no authority.

## CONFLICT MANAGEMENT



The ability to address and resolve contradictory interests of two or more people.

## TEAMWORK



The ability to work cooperatively with others to achieve group objectives. Working effectively and productively with others.

# [RATIONAL FACTORS OF RQ] THE RELATIONSHIP

**FORMULA:** *How much is a prospective relationship worth?*

## VARIABLES:

**X** = Dollar value of prospect relationship  
(Profit margins, client retention, etc)

**Z** = How much is your time worth?  
(Average income/monthly basis)

**Y** = Time it takes to get in front of prospect/ close the deal

**C** = Estimated cost of relationship

## FORMULA:

$$Z * Y = C$$

## CONCLUSION

### IF:

**C < X** then the relationship is considered profitable

**C > X** then relationship is not considered profitable

# 3.

## LEVERAGING YOUR SOCIAL CAPITAL

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Using your relationship networks to grow yourself and everyone around you

# RELATIONSHIP DEVELOPMENT STAGES

## BEFORE MEETING

- Learn about them through first hand research
- If a third party is involved, have them volunteer information
- Express interest in meeting

## GETTING TO KNOW YOU

- First contact is important yet difficult (first impressions matter, but they're easy to get wrong)
- Basic exchange of info to seek common factors/interests
- Find potential of a desired relationship

## DEVELOP COMMITMENTS

- Learn who you're working with on a deeper level
- Develop trust & mutual understanding
- Keep communication consistent
- Trust is further demonstrated by leveraging resources to one another whenever possible

# LEVERAGING YOUR RELATIONSHIPS

## QUALIFY

Who you want to leverage to achieve common goals. Find mutual benefits wherever possible

## BE HONEST

With your objectives. Do not try to sell a professional. Be straightforward with who you are and what you ultimately want

## CREATE OPPORTUNITIES

Wherever possible to those you leverage. Continue to replenish a relationship that stands the test of time by sharing

## THINK FORWARD

Know what it is you can offer someone before sharing your own objectives. Whether it involves time or money, VALUE is what the professional desires

## BE MINDFUL

Of other's objectives and work as partners to achieve those goals. If you want to leverage a relationship, it's best to help them achieve what they desire

## SHOW GRATITUDE

When someone helps you to gain. Always thank and acknowledge your leveraged relationships. Recognition/appreciation goes a long way

**REPUTATION > RECOGNITION**

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*IF YOU WANT TO GO FAST, GO ALONE.  
IF YOU WANT TO GO FAR, GO TOGETHER.*

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