



## **Powerful Relationships**

Seasoned and new industry sales people alike all realize the same importance of prospecting for new business and extending your “reach” as far as you can within your marketplace. When determining the prospecting programs and actions that will yield the highest return, we simply cannot deny the importance of industry relationships and referrals as one of the avenues that can potentially cost you the least and bring you the most.

Networking within and outside of the industry with other professionals can and will support each other’s efforts and interests. Maintaining these relationships is just as important as cultivating these relationships. It is just like a friendship – you cannot ignore each other and expect that the relationship will stay as strong as it once was! How can you accomplish this in our special events industry? Here are a few tips:

- **Seek out and cultivate new relationships with the best in the business in whatever price point you are in. In every price point in your specific product or service, there are those known as “the best”. These are the people you want to associate yourself with!**
- **Volunteer – find a great non-profit or organization that you are passionate about and show them how hard you can work for them! There is a great new charity called “Pink Initiative” which is a collection of wedding industry pros & private donors dedicated to funding awareness, outreach, education & research for breast cancer. Any organization is a great idea, though.**
- **Write, Write, Write! Blogs, newsletters and tweets are a great way of establishing yourself as an expert in your field and keeping in touch to maintain relationships. Sharing valuable information attracts attention of those you will want to build relationships with.**
- **Extend Your Client Base – we all get comfortable in our marketplace. Get uncomfortable. Do things you have not done before and prospect in new places in order to increase your database of prospects and expose yourself to new relationships.**
- **Network – yes, it’s an “overused” term, but the impact of doing it can be significant. The trick is not only to do it within the groups you already belong to, but if at all possible, extend yourself out to a new group. Widen your circle of influence!**
- **Create Mini-Groups! Nothing compares to a face-to-face meeting, so every now and then, get a mini group of great influencers together for coffee to share ideas and brainstorm. Sessions like this also help to feed our souls with the energy and excitement that keeps us passionate about our work.**
- **Introduce People - we always have our favorites that we like to do business with, so share the wealth of the relationship and introduce those people to other great people – it’s a win/win all around!**
- **Ask for Referrals – people naturally like to help other people when at all possible, so ask people in your current network to introduce you to others that can be beneficial for both parties. Everyone you know will have at least one other person that they can put you in touch with to start building a relationship.**

Lastly, always become known as the best in the world at what you do – be excited, have pride in what you do, **DO NOT SETTLE** – be the best at some aspect of the business! Your reputation is gold, and people like doing business with people they trust and respect.

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