

Handout 7 - Building relationships through developing specific features

Relationship feature	Aim	Hints
Awareness of relevant contacts	All relevant contacts in the customer organisation identified, mapped and researched	Increase quantity of contacts (number of people) Increase quality of contact (contacts' importance to your company)
Strong interpersonal relationship	Strong relationships with relevant contacts developed	Pair contact with designated member of staff Develop specific relationship strategies for each
Varied exchange of information	Two-way sharing of a range of information, Sometimes confidential	Assess existing inventory of knowledge and gaps Create a need to know and address requests to information holders
Range of joint activities	Joint participation in activities outside simple buying and selling, possibly joint marketing, IT projects, R&D projects, training, ect.	Develop a list of value-adding options Propose those with most benefit for both parties
Joint strategic planning	Joint analysis of the market situation and formulation of a joint strategy for business development, annually at least	Identify worthwhile outcome of investment of time for senior people on both sides Clarify process and schedule well in advance Create some kind of innovations
Acknowledgement of mutual importance	Explicit recognition by both sides of their importance to each other	Develop and manage individual and organizational trustworthiness Encourage public expressions of relationship, at right time