

KEN TUDHOPE

Importance of Relationship Building

1. Social capital

- School: what you know gets you the grades

- Business

+ “It’s not about what you know, it’s who you know”

+ Who will take your call and give you the time?

- Successful business:

+ “It’s not who you know, it’s who knows you”

+ Who will take the time and give you the call?

Not only build the relationship, but to get

- “Social capital” : contacts, right people, people know your name

- Valuable as financial capital

+ not only opportunity, access, information, and ideas

+ but also in dark time, help you/ your kids

- Colleagues and clients = TREASURE

2. Tools to keep contact

- Give a phone call (1 → 2 a year)

- Emails

- Holiday cards

- Facebook

3. Real relationships with people

- Activity

- Generosity

- Consistency
- Value
- How to remember about people? – write down birthday and holidays (avoid using emails)

The more you know about people, the easier it is to build deeper relationship

- Help someone with health, wealth, and children

4. Keys to networking

Book: The Key

3 keys to networking: create value for other

- Meet quality people
- Give First
- Stay in touch
 - + Collect and update contact information
 - + Acknowledge others: congrats, gives them sincere
 - + Send hand-written cards

*Notes prepared from the help of **My Nguyen***