



Goshen on Marketing

SO EASY BUT YET SO HARD Relationship Building

In 1991 I was retained by a major corporation to circle the world training their distributors, customer service representatives, and general managers. I had just finished the development and implementation of "Partners in Education" for Coca-Cola. While working with Coca-Cola I had the unique pleasure of meeting many great men and women in the marketing department and often would hear them give great reviews to the former CEO, Robert W. Woodruff. He was described by many as a tremendous leader and was very personable with everyone at Coca-Cola.

I remember one day the department head gave me a little booklet written by Mr. Woodruff. It was given to everyone who worked at Coca-Cola. It contained brilliant insights, including this one that still sticks with me:

"Life is pretty much a selling job. Whether we succeed or fail is largely a matter of how well we motivate the human beings with whom we deal to buy and what we have to offer. Success or failure in this job is essentially a matter of human relationships. It is a matter of the kind of reaction to us by our family members, customers, employees, and fellow workers and associates. If this reaction is favorable we are quite likely to succeed. If the reaction is unfavorable we are doomed. The deadly sin in our relationship with people is that we take them for granted. We do not make an active or continuous effort to do and say things that will make them like us, and believe us, and that will create in them the desire to work with us in the attainment of our desires and purposes. Again and again, we see both individuals and organizations perform only to a small degree of their potential success, or fail entirely, simply because of their neglect of the human element in business and life. They take people and their action for granted. Yet, it is the people and their responses that make or break us."

Another consistent thread you will find running through every successful leader is the ability to develop relationships. They focus on the needs of others and they continually reinforce and encourage everyone they meet. Leaders understand that success and failure are dependent on the relationships developed both within their organization and outside. Those who fail in leadership development will also score poorly in relationship development. As a leader you must work daily on maintaining a close relationship with those in your organization or department who have proven their leadership ability.

As Stanly C. Allyn put it, "The most useful person in the world today is the man or woman who knows how to get along with other people. Human relations are the most important science in living."

Building a successful business is based upon marketing and sales. Securing that business is based on relationships with those who helped you build the business. Never take them for granted.

As a member of the National Speakers Association, Bob has been invited to corporations and organizations to speak on the subjects of Marketing and Leadership. For additional information on Bob Goshen go to www.bobgoshen.com or email bob@bobgoshen.com.

