



DEEP END OF THE POOL



The Best Ways To Build Better
Business Relationships

LEE SILBER

Deep End of The Pool

Lee Silber

DEDICATED TO

Mary-Ellen Drummond

DEEP IMPACT PUBLISHING

leesilber@leesilber.com

www.leesilber.com

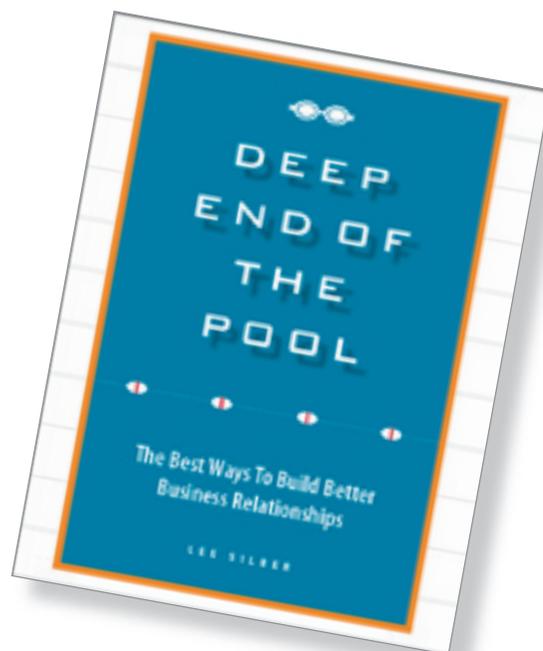
858-735-4533

Copyright © 2019 by Lee Silber

All Rights Reserved

DESIGNED BY

Lee Silber



Mutually Beneficial Relationships Last Longer

THIS BOOK ISN'T ABOUT WINNING PEOPLE OVER. It's about winning with people in a way that is mutually beneficial. It's about always doing the right thing and doing the things you say you'll do when you say you'll do them. It's about getting to know others, but more than that, it's about letting others know who you are and showing you care . . . about them.

Sure, getting ahead is all about who you know. It's also about who knows you, and knows you well enough that they trust you, believe in you, and most of all, like you. There's no shortcuts, no tricks or techniques to employ, and no way to fake it.

Instead, this book shows you how to make deeper connections with key people to build your business and grow your career.

Say “Yes” to opportunities to meet new people and get to know others better. Push yourself past your comfort zone.

Fear makes strangers of people who would be friends. If someone offers to give you a ride, take you to lunch, team up, needs help or offers to help, say yes. Sure, back in the day we were told to not to talk to strangers. Now we get in their cars and pay them. Be open, but be careful, too.

Do things for others without expecting anything in return.

If you want to make a good first impression (and a lasting one) anticipate the other person’s need and fill it without them even asking. Help them out, solve their problem, or do something on their behalf with no strings attached.

When things go wrong (and they will) own it and fix it.

Nordstrom’s return policy is very liberal—they’ll take back almost anything, no questions asked. We should do the same. If we mess up, fess up. Nobody wants to hear excuses, they want resolutions and solutions.

Good manners never go out of style—know them, use them.

We tell young kids, “Use your manners. Be polite. Say please, and thank you.” This applies to us, too. Aretha Franklin was right, what everyone wants is respect. You can show that by being punctual, courteous, and sending thank you notes for even the smallest of favors.

Find people who you can be yourself with.

Cheryl Lynn sang, “Got to be real,” and she was right. People want to get to know the real you. If you pretend to be someone you’re not, over the long haul the true you will come out. It’s okay to be vulnerable. Flawed, even. Just be the best version of yourself.

Do the right thing—always.

Do the right thing at all times. It sounds simple, and it does simplify your life (it limits your choices) but sometimes the right thing to do is the hard thing to do. Do it anyway.

Be the kind of person you want to meet.

Would you want to hang out with yourself—let alone hire you? Hopefully the answer is yes. I originally wanted to title this point, “The Golden Rule,” but that term is overused. Yet, when we flip things around and see things from a another perspective—their perspective—we are more likely to treat others how we would want to be treated.

Money talks. Bring them business or leads as a way to open doors and build bridges to a better relationship.

If someone came to you with a lead that led to big business, or handed you a deal on a silver platter, it would get your attention and make a lasting impression, right? Sometimes we need to give to get. Connect people together who could possibly partner. Share a link that would interest or help them. Write a rave review. Buy from them.

Beyond busy? Create a reason for everyone to get together.

Instead of running around, create an event so people come to you.

Don't burn any bridges—be the bigger person. It's what Abe Lincoln would have done (and Sun Tzu).

It's gonna happen. Someone will do you wrong. What should *you* do? Go ahead, write that nasty e-mail, bang out an angry text, and scream into the phone—only don't send the e-mail, erase the text, and don't dial the person you are screaming at. Get it out of your system, but don't send it. A letter, text, or post can end up being a permanent reminder of a temporary feeling. President Lincoln had a drawer full of unsent letters to his adversaries. As for Sun Tzu, “Keep your enemies closer.”

Think Long-term.

Relationships (to me) implies something that is lasting, not fleeting. If you step over people on the way up, there's a good chance you will see them on the way down (when you'll need them most).

Reach out and be there in a crisis.

Be someone who others can count on when the going gets tough.

It's okay to ask for help—and accept it when it's offered.

I reached out to the Service Core of Retired Executives (SCORE) for help 25 years ago. My advisor became my mentor and a lifelong friend (he flew to Maui to be in my wedding). Sometimes successful people need to give back (maybe they feel guilty for all of their good fortune?) so let them. It's a sign of strength and a way to build a bond.

Think global, start local.

Sure, think big, but start small. If you dropped a penny in a pond, the first ring out would be the people you already know—friends and family. Don't neglect these people because of one simple rule, “The Seven Degrees of Kevin Bacon”. It just means that somehow everyone in Hollywood is connected to Kevin Bacon in some way. Maybe your closest acquaintances know him, too? Let the people in your life know what you're up to and treat them well. Go narrow, but deep. Also, get to know the person who knows everyone really well—it saves a ton of time.

Be humble.

Know your value, but share the credit when you can. Let others be the star and shine from time to time. Nobody likes a know it all, and everyone believes they are the star of their own movie, so be a supporting cast member when you can. Go ahead, apologize even if it's not your fault.

Be the best at something.

When you're known as the best, others will seek you out. Maybe it's not even being the best, it's that you do something nearly nobody else does.

Branding is more than a word.

What's your brand? What do you want people to think of when they hear your name? Do your points of contact match that message? Your voice mail, e-mail signature, how you dress, what you drive, and what you say and do is your brand. Your smile is your logo, your personality is your business card, and how you treat others is your trademark.

When you look good, you feel good.

Confidence comes from within, but sometimes what we wear (and how we wear our hair) makes us feel better about ourselves. Besides, people do judge a book by its cover, so how we dress does matter. Always look your best and find a way to stand out from the crowd—in a classy way.

Arrive early and stay late.

My motto is to arrive early, stay late, and offer to help. I've made memorable connections just by volunteering to help out with this or that.

Don't be a hoarder, share what you know.

Often I meet people so guarded about their ideas and intellectual property they stymie their success and stunt their growth. Put things out into the world and good things will come back to you. When you give a speech, teach, write, give an interview, and share what you know, others will actively seek you out and want to start a relationship with *you*. Hey, this free mini book you are reading is a perfect example.

Don't trust your memory.

What was your name again? How often do we have to say that? It's okay, it's normal. Have some sort of system to keep a record of key people in your orbit. Note what they like, need, and what you've talked about. It also helps to write notes on the back of a business card when someone gives you one. As for remembering names, slow down, repeat it back to them, and associate their name with something descriptive—Bob the Bear (a big guy named Bob sporting a beard).

Stay tuned in.

Even if you don't like sports, music, or reality television, pay attention to what's going on in the world with an eye toward noticing something that allows you to connect (or reconnect) with the people on your list.

Stay connected.

Don't just reach out when you need something—I know someone like that, yuk. Reach out just because . . .

The power of social media.

It's never been easier to connect with others—and stay connected. First, a word of caution. Be careful what you post. Enough said. Secondly, it takes a second to “like” something or post a quick reply. That's one way you can stay visible—clicking and picking other people's posts to like or comment on—and congratulating others for this or that on LinkedIn. Also use social media to get out there yourself.

Go the extra mile.

Most (average) people do just enough. Be that thoughtful person who shows up to an event, remembers and sends a gift or card on a birthday, or knows what you like and sends a link to an interesting video, song, or news item. We're all tired, busy, and (maybe) broke, but the people who make the extra effort get ahead. I just drove 30 miles (each way) to get a gift card at a client's favorite mom and pop coffee shop to send as a thank you. Totally worth it.

Make meeting and knowing you as interesting as possible.

The best way to be interesting is to be interested in others. Beyond that, watch what you say. Be positive, appreciative, and receptive. Plan something fun and memorable to do. Stand out for your kindness and courtesy. Dare to be different—but not in a (too) weird way.

Do your homework.

Without being creepy, do a little sleuthing and find out something about a person before meeting them. Common ground builds rapport, and shared values quickly breaks down barriers.

Personalize it.

After you do your due diligence, don't approach everyone the same way—personalize it. Mention a few facts about their business to show you did your homework. Show you care and give a gift you know they will enjoy.

End on a high note.

There can be a point of diminishing returns on conversations. My wife says I can be funny and charming for about three minutes, then I need a way out before I say something stupid. Harsh, I know. Celeste Headlee said, “A good conversation is like a mini skirt—short enough to retain interest, long enough to cover the subject.” Yeah, what she said.

Start strong, be friendly.

It used to be when someone said, “How are you?” we would reply, “I’m alright.” With Twitter, now we just say, “Aight”. When meeting new people it’s good to have a unique and positive salutation. Something that makes you memorable, but is also warm and friendly.

Look for non-verbal clues.

Know when, “They’re just not that into you.” A person leaning in is a good sign. Looking away (at the exit) is bad. Nodding slowly, good. Nodding quickly, not good. Also, be aware of the signals you send. Standing with your arms and legs crossed sends the message to stay away.

Get the other person talking about themselves first.

I can name on one hand the people who ask me about what book I am working on when we get together, and then don't interrupt when I am explaining what it's about. I cherish these people.

You can't win an argument.

There are three things to avoid when talking to others in a business setting (or anywhere for that matter) and they are religion, politics, and how a person looks in jeans. This will help you avoid a disagreement, which is always the goal. Along the same lines, avoid telling others they are wrong—even when they are—because *they* almost never think they are. Also, control your emotions (especially your temper—walk away if you have to). As Dale Carnegie says in chapter one of his famous book, “Don't criticize, condemn, or complain.”

Under-promise and over-deliver—always keep your word.

Do what you say you will do—and do it sooner and better than expected.

Be a world class listener.

We speak at a rate of 225 words per minute. We have the capacity to listen and comprehend at 500 words per minute. Ahhhh, now it makes sense. A good listener lets others finish their thoughts and never interrupts—even when they are way ahead and have something really cool to say. Listen for ways you can help the other person. Listen for things you have in common. Listen just because everyone knows something you don't and has a unique story to tell.

Hello, it's never about you.

It may seem like it's about you when you're talking to someone, but deep down (and on the surface, too) it's always about them. Knowing that, and making it about them is just smart. If you want to win someone over (or sell them something) make sure you focus on what's in it for them.

Keep a journal of good ideas.

When you told a joke or a story (or made an observation) that really clicked, note it so you can use it again.

Make people feel good about you.

The goal you are going for is to make people want to work with you because they like and trust you. When you have something to offer that helps them reach their goals, that's great. When you are the kind of person they know they can trust and rely on—that's gold. When they spend time with you they feel better about themselves because you make them feel important, that's never a bad thing.

We do this by always thinking of ways we can serve others. We look for ways to help them and we're there when they need us—we have their back. We can keep a secret. We give honest and sincere praise, and we pump and prop them up when we need to. We are there to listen (and not judge) and we focus on the positive and possibilities. We accept them for who they are and we can be our best selves around them. We thank them and treat them with respect, and never take advantage or take them for granted—we show we care.

You've got a friend.

All the things described above are what make for a good friend. That's also how you build a solid and long lasting business relationship.

Lee Silber

Award Winning Author

Although Silber's second book, *Successful San Diegans* only sold 4,500 copies, of the 24 books he has written, it was the key to his success. Meeting, interviewing, and writing about famous and successful people led to long-lasting relationships that are still relevant and important today.



BOOKS BY LEE SILBER

The Pelican

The Splendid Splinter

The Homeless Hero

Runaway Best Seller

Summer Stories

Show & Tell Organizing

No Brown M&Ms

The Ripple Effect

Creative Careers

Bored Games

The Wild Idea Club

Rock to Riches

Aim First

Chicken Soup for the Soul

Organizing From The Right Side of the Brain

Money Management For The Creative Person

Self-Promotion For The Creative Person

Career Management For The Creative Person

Time Management For The Creative Person

Notes, Quotes & Advice

Successful San Diegans [1993]

Dating in San Diego

Lee Silber

Sought-After Speaker

After years of using others to find and secure bookings, Silber recently realized he was really good at building win/win and lasting relationships with meeting planners, and took a much more active role in finding a good fit for his personalized presentations. It's been a game changer.



The Gift of Gab

Turning Small Talk Into Big Opportunities

New and Improved

The Power of Compound Innovation

The Power of Yes

The Nordstrom Way of Winning Over Customers

Powerful Powerpoint

Creating Incredible Slide Decks That Blow People Away



LEE SILBER

www.leesilber.com

leesilber@leesilber.com

858-735-4533

** If you would like to distribute this booklet to others please contact Lee Silber first. Printed versions are available for \$5.00 each.*