



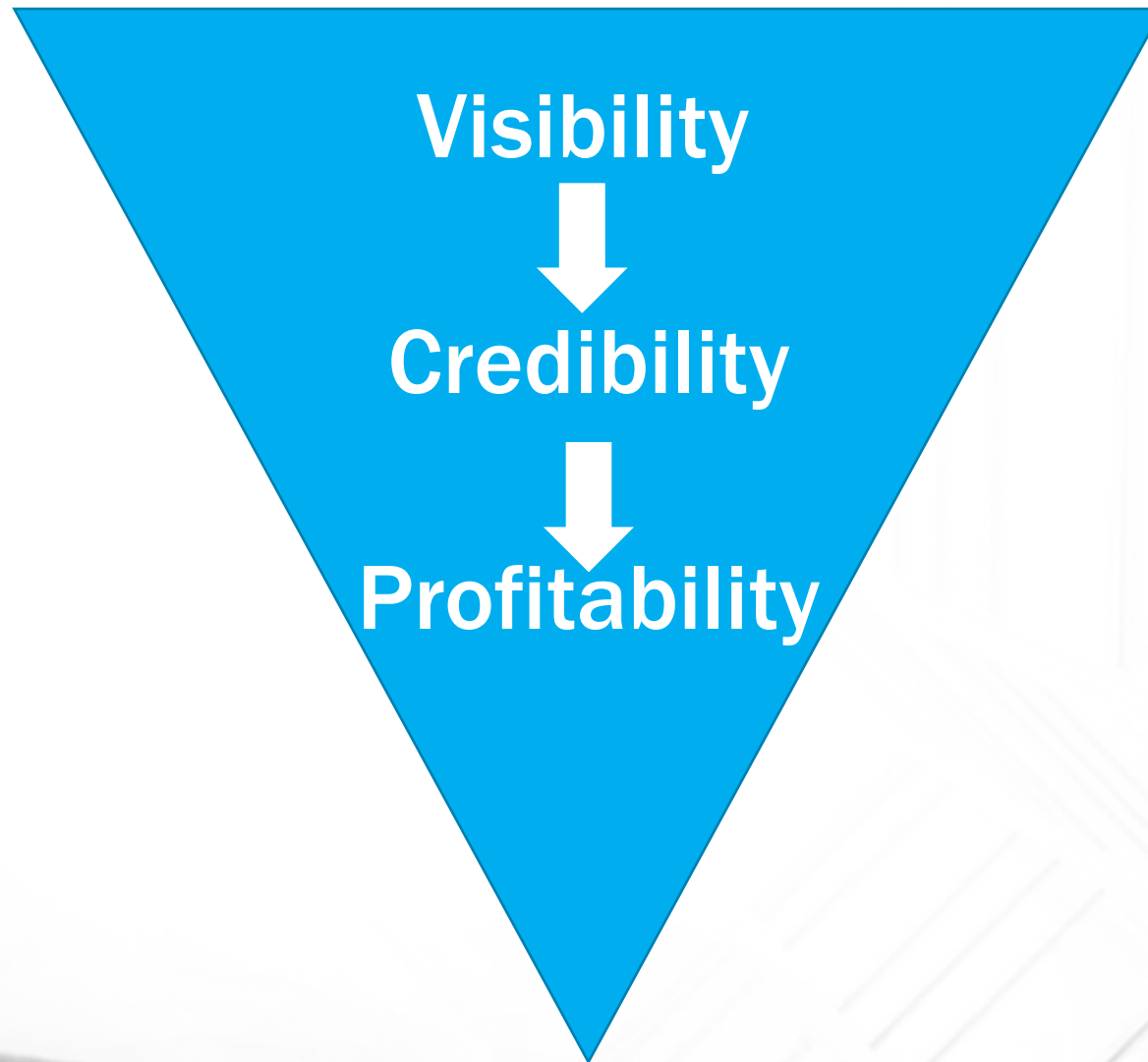
Take Business Development to the Next Level

It Is All About the Relationships!

Business Development

- Relational
- Understanding People
- Networking
- Consistency
- Creativity
- Referrals

The VCP Process



Relationship Building is a Process

- **Visibility**
- **Credibility**
- **Profitability**



Visibility – 24/7/30 Follow-Up System

24 hours –

- Send a handwritten
 - Sendoutcards.com
- Email –
 - pleasure meeting them – enjoyed conversation – I hope our paths cross again
- Send a video of what you talked about to their email or cell phone

These referrals will happen when you are on vacation

Visibility – 24/7/30 Follow-Up System

7 Days –

- Connect with them via social media platform they use most
- Ask - Where do you spend time on social media
- Write on the back of their business cards
- Comment on something they posts, contribute to there posts somehow
- Go where they are -
 - LinkedIn
 - Facebook
 - Instagram
 - TikTok
- You are going to learn their values, if they are involved in a charity, other life experiences
- Write down what you contributed to/posted on their social media

Visibility – 24/7/30 Follow-Up System

Within 30 days –

- Set up a face to face meeting
 - Coffee
 - Lunch
- Bring up what they are involved in or the posts you commented on in their social media
- How can you help them?

DO NOT SELL TO THEM

Relationship Building is a Process

- **Visibility**
- **Credibility**
- **Profitability**



Credibility

- Networking
- Consistency
- Creativity

DO NOT SELL TO THEM

Credibility

Networking-

- Being a good listener is the **#1** thing people want in networking
- Ask good questions while you are networking –
 - The acronym – **FORM** is very helpful -
 - Family
 - Organization
 - Recreation
 - Motivation
 - Write down important information about the conversation

Many questions can come out of using the **FORM** acronym

Credibility

Networking – “Elevator Speech”

- Specific
- Help people understand your business better
- Better opportunity for referrals

If you hear someone say – (These are good referrals for me)

- “I can’t” continue helping my parents because I am so tired
- “I want” help with my parents
- “I need” to call places where my parents can go
- “I don’t” know where to go to get help for my parents

I will also suggest a good referral to me is -

- If you know a nurse/case manager/social worker/doctor who works at Gwinnett Medical or NGHS

Credibility

Networking –

- Networking is about taking off your bib and putting on your apron
 - What you can give and not what you can get
 - How can I help others – Not about you
 - Helping others succeed so they will help you succeed

Credibility

Consistency -

- Showing up for meetings regularly
 - Rotary
 - Chamber
 - Board meetings
 - Community Events
 - Open houses – new doctor's offices
 - Visiting doctor's offices
- Getting involved
 - Community projects
 - Ambassador
 - How can you help the doctor's office
 - Birthdays'
 - Coffee Truck
 - Ice cream Truck

Credibility

Creativity -

- How can you help the people you are trying to network with
 - How can you build partnerships
 - How can you add value to the person you want to connect with
-
- **Examples of what I have done**
 - I am the Liaison for our residents who go to the hospital
 - I work with the family's and case managers and connect with our RCD
 - I contact their family physician and let them know what happened
 - We have a partnership with NGHS –Braselton
 - We have access to their system so we can see what is going on when our residents are admitted to the hospital
 - We have a partnership with NGPG – Hamilton Mill
 - A NP comes into our community and see our residents – The NP goes back to the office and shares the experience with the staff
 - I like to gather the paperwork for family who have loved ones moving into our community
This gives me an opportunity to visit on a regular basis and share how their patient is doing in our community.

Relationship Building is a Process

- **Visibility**
- **Credibility**
- **Profitability**



Profitability

Referrals

- **1 out of 6 referred prospects will likely buy from you**
- **Referred clients stay with you 4 times longer on average**
- **Referred clients are 2 ½ times more likely to refer to you.**

Relationships are more important than ever and you will build a pipeline of referrals if you care about other first.

Relationship Building is a Process

- **Visibility**
- **Credibility**
- **Profitability**



Best Practices & Questions

Anita Deraney
678-524-6390
aderaney@arborcompany.com