

Building Relationship Capital



Do you value your Relationship Capital?
Relationship Capital is your most valuable asset.
How do you measure it? Grow it? Leverage it?

Relationship Capital

These days companies are more likely to be defined by the ‘experiences’ they provide than by their products or services. The experience your customers, suppliers, employees and others have with your company reflects the quality of your relationship with them. The sum of your relationships is your Relationship Capital.

Related Vision delivers training, services and tools that will enable you to *measurably* grow your Relationship Capital into a *sustainable* differentiator and competitive edge:

RV Engage: personal skills and attributes to build Relationship Capital.

SalesRoad: a structured sales process to translate Relationship Capital into sales revenue.

Traxor: Software as a Service to measure and manage your Relationship Capital.

RV Enterprise: methods and processes to manage Relationship Capital effectively organization-wide.

RV Engage.

- Skills that build productive business relationships.
- Understand the types of relationships you have.
- Understand relationship security, power and influence.
- Move from ad hoc, technical or social to high-trust partner relationships.
- Become a trusted adviser.
- Start building trust from first contact.
- Give and get value in every interaction.

SalesRoad.

- Grow relationships into sales opportunities.
- Recognize opportunities you can win and those you should avoid.
- Drive the buying agenda.
- Step-by-step process to win sales.
- **Boost™** sessions that create breakthrough strategies.
- Know where you are in every opportunity and what to do next.
- Identify key buyers- how and why they will buy.

RV Enterprise.

- A process to spread effective relationship and sales management throughout your organization
- Create relationship management goals and strategies to achieve them.
- Shift from reacting to results, to using lead indicators to predict and manage performance.
- Measure and manage relationship security.
- Allocate relationship management resources most effectively.

Traxor.

- Measure relationship health/security.
- Measure effectiveness of strategies.
- Identify your most critical relationships.
- Identify opportunities and threats.
- Maintain full interaction histories across organizations and roles.
- Manage sales strategies and pipeline.
- Full CRM functionality.
- Software as a Service (SaaS).