

# HOW TO CREATE RELATIONSHIPS THAT LAST

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BETTY HINES

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BUSINESS STRATEGIST



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# YOU DON'T HAVE TO BUILD RELATIONSHIPS ALONE...

BUT BE PREPARED TO OR EMPLOY SOMEONE WITH THE EXPERTISE &  
EXPERIENCE!



**Advocate**-someone who publicly promotes and recommends you.

**Connector**-People who care and pay it forward.

**Peer Advisory Groups**-an environment where you can find and give support, solve problems and achieve your goals with like-minded people with similar challenges ( and cultures).

**Mentor**-an experienced and trusted advisor.

**Chambers**-Credibility of your business and you. Networking events foster connections.



# “ PREPARATION! WHAT QUESTIONS TO ASK?

*There's a difference between being liked and being valued.  
A lot of people like you. Not many value you.  
**BE VALUED!!!!***

# WHY IS THIS RELATIONSHIP IMPORTANT TO ME & MY BUSINESS?

- Determine the purpose for the relationship. Why does this relationship matter?
- Decide what message are you trying to convey while fostering the relationship?
- Why should this person/business want to have a relationship with you?

## WHAT COMES FIRST? BUILDING THE RELATIONSHIP OR BUILDING THE BUSINESS PLAN?

HAVE A BUSINESS PLAN THAT INCREASES THE STRENGTH AND CREDIBILITY OF YOU.

THIS WILL SUSTAIN YOUR BUSINESS RELATIONSHIPS. THEY WILL KNOW YOUR VALUE AND RESPECT YOU!!



## SUSTAIN RELATIONSHIPS WITH A STRATEGIC BUSINESS PLAN

1. Bring value and build on your/their vision and mission.
2. Be perceptive, open minded, proactive and focus of the objectives.
3. Observe the people/ business and prioritize which objective brings a greater ROI.
4. Truth to power-is this a good fit. Reality check!
5. Build and nurture the relationship. You must: Encourage. Inspire. Elevate.



**Attend** conferences and networking events that include and advance multi cultural business owners & executives.

These affairs openly **share and discuss** what they did to solve business challenges, and what you must do to scale your business and elevate your career.

**Be intentional and strategic** when building relationships.



**CONTACT ME ON HOW TO SCALE YOUR BUSINESS  
THROUGH CONNECTIONS.**

**BECOME A WOMEN ELEVATING WOMEN!**

**Be the change for multi cultural  
businesses & women entrepreneurs.**

**INFO@BETTYHINES.COM**

**WWW.BETTYHINES.COM**

