



---

# HARBOR LIGHT COACHING

---

---



COACHING

---

# Fostering Solid Business Relationships

---

## Nesreen Mahmoud, M.S.



As the Founder and CEO of Harbor Light Coaching, LLC, Nesreen Mahmoud is committed to providing transformational coaching to leaders, professionals, and individuals. Her coaching is focused on helping clients overcome real and perceived obstacles to achieve their personal and professional goals, maximize their strengths, and reach their full potential.

A life-long student, Nesreen was studying psychology before turning her attention to coaching after seeing how quickly people were able to improve their lives and businesses through the process. She is a proud graduate of Accomplishment Coaching, the World's Finest Coach Training Program™, as well as the Grief Recovery Institute™, a pioneering training program in the world of grief. Nesreen is a Certified Life and Business Coach, with a special certification in Grief Coaching. Nesreen also earned her Master of Science in Communication from Walden University earlier this year.



# Fostering Solid Business Relationships

---

## Four Corners of Relationship

- Relatedness
- Responsibility
- Integrity
- Communication





# Relatedness

---

- Focus on building relationships with people, not transactions. Be personable and get to know the people in your network.
- Start by learning about them. Ask about their GAINS: Goals, Accomplishments, Interests, Networks, and Skills.



# Relatedness

---

- Offer to help when you can so they can reach their goals. This is especially important before asking for help. People have to know, like, and trust you before opening their networks to you.
- Be authentic: people can tell if you're putting on a show.



# Responsibility

---

- Be 100% responsible for how things go in the relationship. That means:



- Be the leader and own the relationship fully
- Admit if you make a mistake and remedy the situation
- Respond rationally and in a timely fashion



# Integrity

---

- Be your word:
  - Reliability
  - Honesty
  - Whole and 'unbroken'



# Communication

---

- Be strategic: Identify key people in your network with whom you can foster quality relationships.
- Follow up is key. Send a thank you note, gift or link that connects to something discussed in your meeting. Let them know you were paying attention
- Gamify investing in your relationships: add things into your weekly schedule so its a habit. Use the following strategies and give yourself points for each strategy used:





# Communication

## Strategies

- 1-on-1 Coffee
- Mail a handwritten thank you card
- Send a thank you gift
- Reach-out call
- Reach-out email
- Attend an event hosted by VIP in your network
- Invite others to event hosted by VIP
- Bring VIPs together at a non-business event

• 1-on-1 Coffee							
• Mail a handwritten thank you card							
• Send a thank you gift							
• Reach-out call							
• Reach-out email							
• Attend an event hosted by VIP in your network							
• Invite others to event hosted by VIP							
• Bring VIPs together at a non-business event							
• Send an article of interest							
• Email a written testimonial							
• Post testimonial on LinkedIn or website							
• Mail a framed testimonial							
• Display VIP's promo materials at your place of business							
• Nominate VIP for panel or speaking event							
• Nominate VIP for a reward							
• Send VIP potential clients							
Total							



# Communication

---

## Strategies

- Send an article of interest
- Email a written testimonial
- Post testimonial on LinkedIn or website
- Mail a framed testimonial
- Display VIP's promo materials at your place of business
- Nominate VIP for panel or speaking event
- Nominate VIP for a reward
- Send VIP potential clients



# Fostering Solid Business Relationships

---

## Follow Up



Want to take a deeper dive into your business? Visit

[bit.ly/BusinessRelationship](https://bit.ly/BusinessRelationship)

to set up a 30min consultation with Nesreen.

Consultations are discounted for USPAACC members.

