



# The Lost Art of Building Relationships

# Considerations

- People are super busy and no longer take the time to get to know each other
- Social media connects, but doesn't *connect*
- We all have shorter attention spans
- People do business with people they know and trust



# What's Ahead

- Which relationships do you have time for?
- Strengthening relationships through communication
- Standing out from the crowd

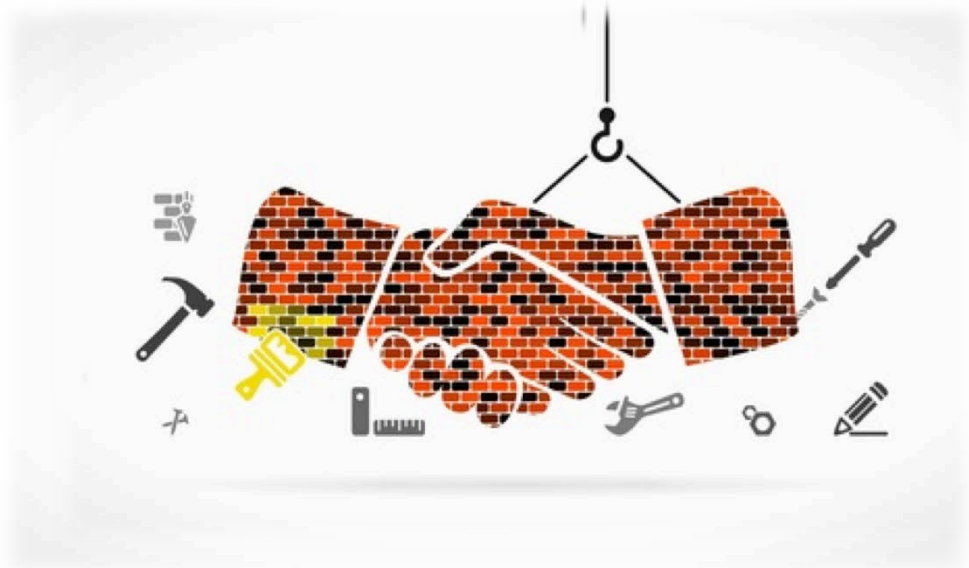




# Choosing the Right Relationships

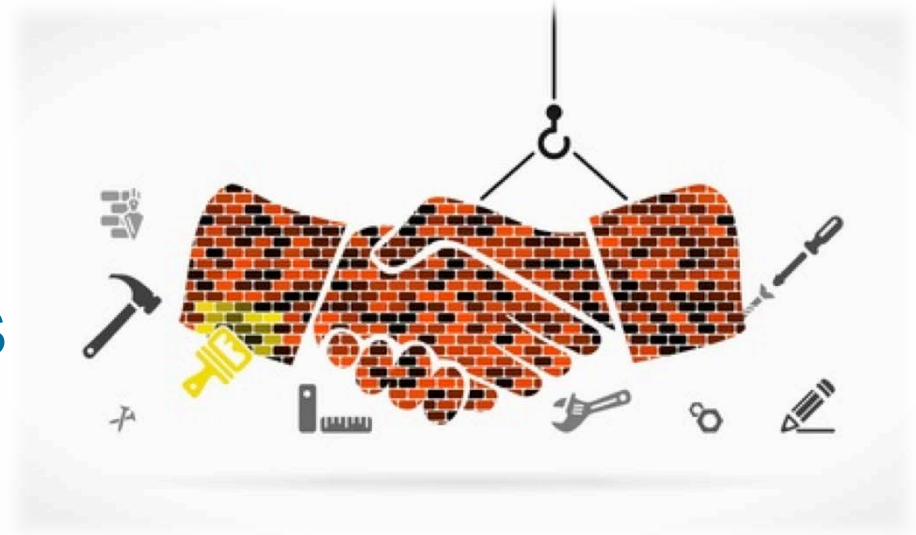
# Choosing the Right Relationship

- Referral Partners
- Vendors
- Patients
- Industry Colleagues



# Choosing the Right Relationship

- Where to look?
  - Internal reports
  - Networking events
  - Your vendor list
  - Industry associations
  - Social media





# Strengthening Your Relationships

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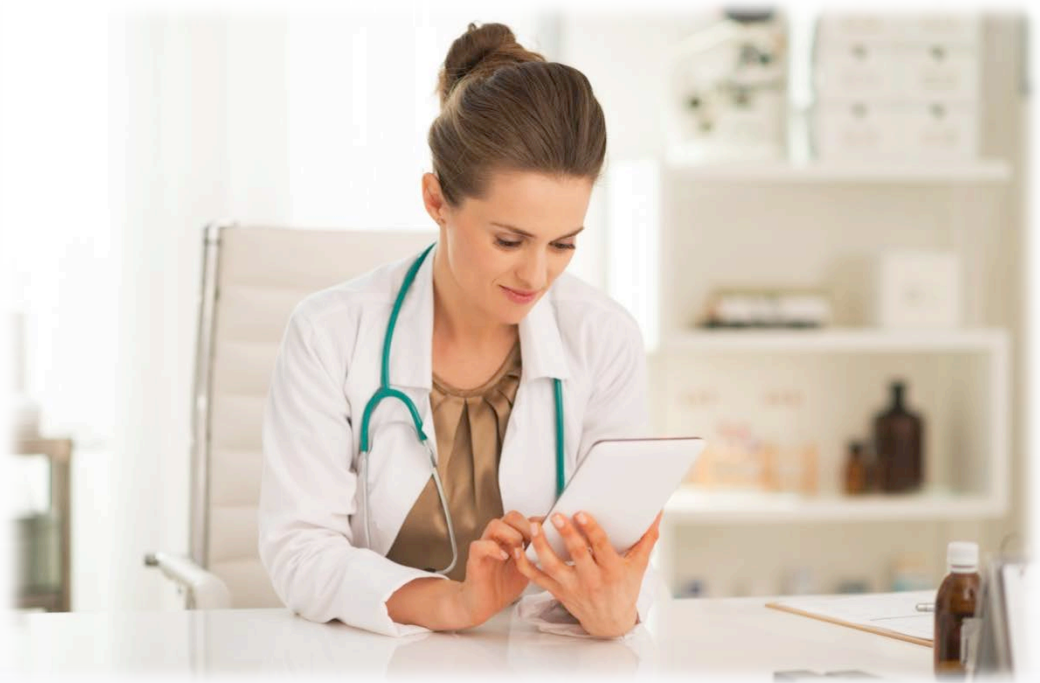
- Nothing beats face-to-face communication
- Build rapport
- Do for others before doing for yourself
- Be the 'connector' or 'facilitator'





# Strengthening Your Relationship

- Communications is the key to all:
  - Face-to-face
  - Telephone
  - Email
  - Social media
  - Website





# Stand Out from the Crowd

# Stand Out from the Crowd

- Be Different!
  - Refer business to others
  - Bring people together
  - Become the expert
  - Become the leader



# Stand Out from the Crowd

- Hostess with the 'most-est'
- Events go a long way
  - Patient appreciation
  - Vendor appreciation
  - Ribbon cuttings, grand openings, etc.



# Quick Review

- Determine which relationships you have time for and foster those
- Use consistent, impactful communication to strengthen relationships
- Be different
- Let others bring business to your practice





NEXT UP:  
Medical Marketing  
Course Recap