

# **DON'T BE A STRANGER**

## **Create Your Own Luck in Business Through Strategic Relationship Building**

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The website for this book is at: [www.dontbeastrangerbook.com](http://www.dontbeastrangerbook.com).

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**MAIN IDEA**

For all the interesting inbound and outbound marketing you will ever do in your career, the one thing that will probably make your phone ring the most is hearing from people you've built a relationship and personal connection with. People always have and still prefer to do business with people they know and like.



1	Keep it simple
2	Don't be an empty suit
3	Be intentional
4	Understand the business cycle
5	Move relationships forward
6	Offer and also ask for help
7	Be patient

Therefore, you can and should engage in vibrant, ongoing strategic relationship building. You'll be amazed at how frequently strategic serendipity will come into play once you've built your network. Be top of mind with the people you like, and they will reach out to you again and again with business opportunities that will fill your pipeline.

Make a commitment to create touchpoints with people in your network every week. Grow your network week by week and you're digging your well before you're thirsty.

*"For some reason, in the internet era, people seem to think relationships don't matter anymore. I'd argue they matter more than they ever have. In the era of Instagram, Facebook, and LinkedIn, everyone puts up the highlight reel of his life. It's easy to look like an all-star online. A great website, however, tells you nothing at all about what kind of business you're dealing with. Your friend or your business contact will give you the real story. By reaching out and building relationships on purpose, through touchpoints, we become the people that other people like and trust. We become top of mind when they need a consultant, lawyer, or a real estate agent. We become the people they'll call first, with the network of people who can vouch for us."*

– Lawrence Perkins

**Principle #1 – Keep it simple** . . . . . Page 2

Relationship building is not rocket science. Remember people like to buy from people they like and trust. Reach out to the people you know and stay in touch. It's easy.

**Principle #2 – Don't be an empty suit** . . . . . Page 3

Make sure you're incredibly good at what you do. You don't want people to remember you as an empty suit who was incompetent. Give people solid reasons to remember you.

**Principle #3 – Be intentional** . . . . . Pages 3 - 4

If you're aiming to build relationships anyway, why not be intentional and do a great job of it? Becoming top of mind to more people means extending the life and career you have.

**Principle #4 – Understand the business cycle** . . . . . Page 5

Touchpoints are helpful, but it's important that you move the new people you meet through the business cycle and reach a productive relationship. Use the cycle astutely.

**Principle #5 – Move relationships forward** . . . . . Page 6

Building genuine strategic relationships requires that you relate to the people you're bonding with. Don't be pushy, and let things develop at their own pace. Be intentional.

**Principle #6 – Offer and also ask for help** . . . . . Page 7

The best way to stand out, especially in a commodity market, is to form authentic, interesting and helpful relationships. Help people out and they will do business with you.

**Principle #7 – Be patient** . . . . . Page 8

Never forget relationships take time to develop. Be patient, and continue to grow your strategic relationships, and trust that over the long haul good things will happen.