

# Test your Relational Capital

How does your client/prospect behave toward you?

<i>What your contact is willing to do for you:</i>	<b>Salesperson</b>	<b>Sales Professional</b>	<b>Respected Advisor</b>	<b>Level</b>
<b>Help Requests</b>	<b>Out of alignment</b>	<b>Out of alignment</b>	Will personally introduce you and may initiate the contact at either peer or higher levels. You can ask them for advice Contact begin to be asked questions outside scope of your service like: “What is your opinion of...?” “Can you help us with...?”	<b>5</b>
<b>Offer Authentic Help</b>	<b>Out of Alignment</b>	<b>Conditional</b>	Will act as a referral or reference. Will ask you for non-connected advice Will offer ways to help you within the account	<b>4</b>
<b>Purposeful Use of Time</b>	May not call you back May not return emails May only meet with you on their schedule and with other colleagues Will not respond to letters	Will call you back within a week Will respond to emails within one day Will meet with you with a week’s notice Will contact you regarding correspondence (letters)?	Will call you back within 48 hours. Will meet with you on short notice Will keep scheduled appointments	<b>3</b>
<b>Display Integrity &amp; Trust</b>	May share business goals Will not share “issues” May not make or keep commitments	Will share business goals Will share business problems Will make and keep commitments	Will share confidential information. Will share internal political information Will include you in their planning processes	<b>2</b>
<b>Establish Common Ground</b>	Willing to have a conversation Unwilling to meet after at least two conversations	Wiling to extend meeting time as needed. Will volunteer personal common ground	Willing to cancel other commitments to meet you. Will volunteer personal common ground?	<b>1</b>