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Top Shelf Tip No. 122: "That's one small step for man but one giant leap for mankind."
 -- Neil Armstrong, American astronaut, stepping on the [moon](#) July 20, 1969

Build Powerful Relationships

Contrary to the belief that building relationships is paramount in the sales process, Jenaé Rubin, president of Sales Powerhouse, says she subscribes to the concept that: A good relationship is the [natural](#) outcome of everything done right.

Many salespeople approach the process thinking "I have to develop a good relationship with the prospect."

They start by asking "friendly" questions that have nothing to do with the business relationship. In doing so, they squander time and may not hit on the subjects that are truly of interest to their prospects.

Imagine this scenario instead: You focus your energies on helping your prospect overcome their sales challenges and reach their sales goals -- which is what they spend most of their time on. How do you think they will feel about you personally and wanting to spend time with you?

When our goals are self-centered, people see through us. Be other centered. Care about and focus on your prospects concerns, and you will reap the benefits of the strongest of all possible relationships.

--Source: Jenaé [Rubin](#) is president of Sales Powerhouse a sales and marketing consulting and training firm. She has authored several books and is currently writing *Stress-Free*

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