

How do I proceed in the task of building relationships?

Speaker: When we have to build long term sustainable relationship then there is one element, which is thinking. In the social space what do we mean by thinking Win-Win? It's another nomenclature for mutually beneficial relationship.

The concept that I am trying to put in place over here is ensuring that every relationship that you start building, starts first with your mind saying I will create a relationship that is a win to you and to me. If you look at relationships, the ones that really grow, mature, blossom are the ones where there is obviously disagreements and conflicts etc. but there is a strong common bond and growth. What does this person seek? What will give this person happiness? What are the solutions this person needs in any relationship? So my whole task actually is how I make that person succeed.

Because if he succeeds he is going to be happy with me because I was the cause of that success and that is going to make it a long term and durable relationship. If your target audience is high net individual & post the interactions with that person, the person has a much happier, positive and successful interaction and outcome the possibility of his engaging with us are more. If a person succeeds that's the outcome of all this.

But do we start with this mind set. That my success is depending on yours and I am going to do all it takes for you to succeed. So if you are a corporate CSR how do I understand what are you trying to do in your CSR. What are your motivations? What is the board pressurising you with? What are your personal aspirations? And how can I fit in to that to the extent of my ability and give you a solution. But I will start thinking about all that only if I believe that my fund raising success and my relationship building success is depended on how well do I understand what will help this person look good. Yes or No? So it starts from there.

Because if you understand what's in it for him and you deliver you have created a win situation. The other thing that I would like you to look at is something called Long Term Value (LTV). Something that the corporate world is trying but still hasn't been able to crack successfully. Very few organisations have been able to do this. It's again the mind-set that the way I am going to look at a client or a potential client by its long term value. What does it mean? It basically means that start identifying. 'X' is an HNI. Got to make him win. Got to make him my organisations brand ambassador .Why? Essentially because this one 'X' if I am able to build this kind of relationship with him is going to be with me for life which could be ten years, which could be twenty years, which could be thirty years.

So the amount that I invest in creating a rock solid relationship today will bear the fruits over the lifetime and which means that's let suppose in 2013 'X' is giving me one lakh, can I expect the same till 2043? If I am able to maintain this relationship this amount will at least continue. He would refer in his life time fifty other people. So what are we talking about? One successful relationship is actually equal to 10, 20, and 30 times the amount that you might get today plus enhancement. As his surpluses grow or as he keeps realising that what's in it for him is actually working and you are able to

communicate effectively, then that relationship is making sense and he doesn't have to move away.

He gets so convinced that he recommends ten other family members. If you did this level of investment, the level of attention, the way you would go about building the relationship with every key potential donor it would be completely different than what you do today. Understand the Long term value. At some organisations they don't even have a donor database. Money is coming. People are giving. They do not track who has been with them for last couple of years. They have never considered them from this view point. What they actually do is take them for granted. We take people and relationships for granted. Why is it that organisations are always running after new prospects and new donors and completely oblivious of this one key term, long term value.