

The ROCK #5 - Building an Acquaintance

How is Building an Acquaintance Different from Networking?

Building an acquaintance turns the networking process from a taking situation to a giving or sharing situation. Building an Acquaintance tells you how to give, share, ask and thank. This is a phase that is extremely important in the process of building relationships.

Networking is “Me-Based.”

1. You need me.
2. Let me tell you why.
3. You need to buy this.

Building an Acquaintance turns the networking process from a taking situation to a giving or sharing situation. You “flip the script.” It is about them.

At the same time, the acquaintance phase of the relationship building process is when you decide whether you wish to move on and make a connection with this person. It is the decision phase of the relationship-building endeavor. Even if you don't want to move to the next phase, you can always change your mind later and re-engage with this person. Always leave the door open. Remember, timing is everything...it should be the right time for both parties.

The Basic Principles of Successful Acquaintance Building:

1. Give or Share

One of the best ways to build an acquaintance with someone is to share something or give something. If you can change the acquaintance endeavor from a taking situation into a giving situation, the entire relationship building process changes. Also, when you share knowledge or information, you do not lose that knowledge or information, both people now have it!

2. Ask

When acquaintance building, it is important to ask people for their help. People enjoy helping others. Sometimes, they just need guidance on what and how to help.

3. Thank

Thanking people when they have done something for you is easy. However, thanking someone when you don't get anything in return is important, too. It is important to recognize that they have tried to help even though they have failed. Thank them when they just take time to listen to you.

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Highly Effective Acquaintance Builders

1. State your name clearly
2. Always stand when being introduced
3. It is not nice to point
4. Watch your language
5. Keep your stories clean
6. Handshake, do not fist bump
7. Do not interrupt
8. Be interesting but brief
9. Keep your phone in your pocket
10. Look people in the eye and smile
11. Ask if you don't know the answer
12. Follow-up within two days of any request

Build an Acquaintance by Developing Reciprocal Relationships.

- + Take networking to another level.
- + Sadly, networking is often “what's in it for me.”
- + Make your acquaintance-building experience a process of helping others. It is a giving process rather than a taking process.
- + Doing good things for others can repay you many times over.
- + When you help others, they tend to help you.
- + Don't "work the room" to seek opportunities. "Work the room" to give a helping hand. Give to people, don't take from them.
- + Many of your acquaintances have problems that need solving. You can help them solve them.
- + Many of your acquaintances have certain needs that need fulfilling. You can be the one to help them with that.
- + Many of your acquaintances have ideas that, without your help, advice, or support, won't turn into opportunities for success.
- + If you open doors for people, they will open doors for you. And you know what? You never know who will be behind that door.

*There are two types of people in the world:
Givers and Takers
Which one do you want to be?*