

Leveraging Relationship Capital

GoSkills online course syllabus

Skill level

Beginner

Lessons

16

Pre-requisites

No prior experience needed

Video duration

32m

Estimated study time

32m 20s

Instructor

Jeff Fenster

Introduction

1 Grow your business using relationship capital

What is Relationship Capital

2 How you can excel with Relationship Capital

Most businesses are only focused on traditional capital (money).

3 Relationship Capital Bank Account

Everybody and every business has more than just a traditional bank account filled with money.

4 Purpose of Relationship Capital

It's great to grow a large Relationship Capital bank account, but there must be a purpose.

Leveraging Relationship Capital

5 Situational knowledge you need to excel

We can use Relationship Capital to gain Situational Knowledge in any industry.

6 People buy what friends tell them

People always trust the opinion of their friends or "credible sources." After this video, you will learn how you leverage the Relationship Capital to get those credible sources to promote and sell your product or service.

- 7** **Excel with the bug light concept**
The bug light can help you be an attractive target for others. After watching this video, you'll be able to leverage the bug light concept.
- 8** **Be the expert**
There are already experts in your field - the key is to become one.

What Relationship Capital Can Buy You

- 9** **Buys you access**
Everyone wants access to the people who can open doors for them.
- 10** **Buys you opportunity**
Everyone wants more opportunities and, more importantly, the right opportunity.
- 11** **Buys you time**
Everyone wants growth and success NOW.
- 12** **Buys you credibility**
Everyone wants to be seen as an expert or have the right credibility.

How to Develop Relationship Capital

- 13** **Digging the well before you're thirsty**
Like money in the bank, it is critical to have the Relationship Capital when you need it.
- 14** **Being more interested than interesting**
Getting people to like you is critical to developing Relationship Capital.
- 15** **Making deposits into your Relationship Capital Bank Account**
The only way to grow your bank account is to make cash deposits.

Conclusion

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Resources to get started building relationships

[Go to GoSkills.com](https://www.goskills.com)