**BUSINESS RELATIONSHIPS**

**WHAT ARE BUSINESS RELATIONSHIPS**

A relationship can be defined as a connection or an association with someone or

something, or an emotional association between two people. This definition can

also be applied to the business world.

Some relationships are formal, others are informal. A good relationship with a client is likely when a client or supplier demonstrates confidence when contacting you, that you are able to meet their expectations. In order to develop this confidence, you will need to know your client/supplier on a friendly, yet professional level, and work hard to develop and maintain the relationship.

Relationships that we form within our workplace will (generally) be of a formal

and businesslike nature. Each level of an enterprise will also have its own different relationships, eg: staff member to manager, manager to staff member and peer to peer.

When establishing sound business relationships, an important skill to have is

knowing what information about another party is relevant to the relationship that

you have with them - some information is simply not required (or even

appropriate) for you to have.

It can be very useful to establish a ‘client profile’ at the start of a business

relationship, which you can add relevant information to and keep as a reference as the business you share with that particular client continues.

The information contained in a client profile may include:

• what products/services they have used

• an understanding of the individual or organisation’s background

• the target market of the organisation

• names and level of experience of each staff member

• which training courses completed by each staff member

• specific or important dates for the organisation, such as the organisation’s

birthday

• special requirements.

**Expand your knowledge of Business Relationships using search terms that include ‘How to establish business relationships’ and ‘business relationship building’**