

BUSINESS SECRETS

CHAPTER 2

BUILDING RELATIONSHIPS

Building relationships in business is more important than being profitable. Money can only take you so far.

Businessmen who prioritize building relationships realize that someone knows something they do not know.

They realize someone has resources they do not have access to. They understand how important it is to learn from other people's experiences. People who focus on building relationships understand the value and importance of their customer.

Building business relationships will take you further faster. It is wise to learn from the mistakes of other people. It is wise to learn from the successes of other people. However, if you are more focused on making money than

building business relationships you will minimize the growth potential of your business.

**BUSINESSES GROW WHEN THE OWNER HAS
MORE KNOWLEDGE, NOT MORE MONEY.**

**THREE FACTS HOW RELATIONSHIPS IMPACT
BUSINESS:**

1. Building relationships **SECURES** the sustainability in a business.
2. Building relationships **EMPOWERS** the business to attain more resources.
3. Building relationships **INCREASES** the value of the business.

Jesus was a businessman. We know Jesus is the Christ. We know He is the Savior of the World. We know that He

is God. However, many people do not realize He is a businessman.

In the ministry of King Jesus He performed miracles, divine healing, supernatural acts, etc. However, His greatest achievement was His ability to **CONNECT** with people. Jesus ability to relate to people from all walks of life was the secret ingredient to making his ministry worldwide.

During King Jesus ministry the entire world followed Him. John 12:19 says, *"So the Pharisees said to each other, "You can see that nothing is going right for us. Look! The whole world is following him."* Jesus was in the business of offering Salvation. Many people supported and received the gift of Salvation because He honored people **OVER** profit.

He focused on blessing people rather than his bottom line. He prioritized His message over His money. The business sense of Jesus was remarkable. The world

followed Him and He was only in the business of offering Salvation for three years. Jesus understood this Kingdom principle.

THE LAW OF MULTIPLICATION:

IF I TOUCH ONE, ONE WILL TOUCH TWO, TWO WILL TOUCH FOUR AND SO ON.

People may not remember what you said to them. They may not remember what you look like. They may not remember your name. However, they will always remember how you **TREATED** them.

Jesus treated everyone like they were important. He treated everyone like they mattered. Romans 2:11 says, *"For God judges all people the **SAME** way."*

KINGDOM PRINCIPLE

The way you treat others is the **SAME** way people will treat you.

Luke 6:31 says, "*Do to others what you would want them to do to you.*"

Jesus had the insight to prioritize relationships. His insight helped Him to highlight the service He was offering... which was Himself. Building relationships is a long term investment toward the health of your business. Learn from the genius of King Jesus.

If you focus on building relationships your reputation will **MAGNIFY**. If you focus on serving people they will bring you their **PROFITS**. If you focus on blessing people God will bless **YOU** and **YOUR** business.

WISDOM NOTE:
RELATIONSHIPS ATTRACT RESOURCES!

For more wisdom go to www.thewisdomstore.com