

FREE

**7 EASY & ELEGANT
WAYS TO TURN
STRANGERS INTO
LIFELONG CLIENTS**

Richard WEYLMAN



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7 Easy & Elegant Ways to Turn Strangers into Lifelong Clients

A Message from Richard Weylman

When considering the lifetime value (LTV) of rock-solid relationships, one must remain ever mindful of why building great business relationships is critical for long-term success in both business and life. The better we become at fostering relationships, the more we can accomplish.

Relationships built on a foundation of empathy, kindness, caring, and thoughtfulness serve as the bedrock for a successful business and career. These seven tips will assist you in connecting with people so that they perceive you as someone they want to support and get to know better. Enjoy!

Richard WEYLMAN



1

When you meet someone say, "Nice to see you."

Yes, even if you have never met before. Avoid saying "Nice to meet you." Nice to see you is far more welcoming and it subliminally says, "Hey you are important." And make no mistake in today's world people want to be seen.

**2**

Be the conversation starter.

Avoid asking people, 'What do you do?'—which often leads to a discussion about job titles—try asking questions like, 'How long have you known the Johnsons?' or 'How long have you been a member of this charitable group?' or 'What has been the best part of the conference for you so far?'"

**3**

“Reverse the converse”...be curious about their story.

For example, Leo noticed that he often fell into the habit of talking about his experiences rather than asking more probing questions to find out about others' experiences. "He realized that others perceived him as self-centered. So, once he discovered the technique of 'reverse the converse,' every time he wanted to engage someone in a conversation, he would ask them a question that encouraged them to share their story. As an example, 'What are you most excited about this summer?' or 'What are your plans for the weekend?' That technique changed how people saw him, and they were grateful for his interest in them. When people tell you their story, they see you as someone with whom they can relate, and that is foundational to building relationships.

**4**

Be the person they remember because they see you as both kind and nice.

As Mark Cuban brilliantly said in an interview in Vanity Fair, “One of the most underrated skills in business right now is being nice.” Sibel Terhaar, author and critically acclaimed Kindness Activist, said, “Kindness is more valuable than your job title. People won’t remember your job title, but they will remember your kindness.” Niceness and kindness come from a mindset of gratefulness. Be grateful for everyone you meet. Often the most unlikely people become your greatest advocates and strongest relationships.

5

Tell people that you enjoy what you do.

The most often asked question when people meet for the first time is 'What do you do?' Why? Because most people are unsure how to start a conversation. When they ask you this, your best answer is 'I love what I do as a _____ because it makes a real difference in the lives of my clients/family.' Then, instead of asking them what they do, refer to tip 2 and ask them 'How long have you lived in the community?' or 'Where did you go to school?' Anything that gets a conversation started away from a dead-air job title survey.

6

Make things happen.

How many times has someone said to you, 'We should have lunch sometime' or 'Let's get together for drinks sometime'? If this is someone you want to connect with, take the lead and reach out to them. Most people who say that in a sincere way are well-intentioned. Unfortunately, life gets in the way, and for some, they just don't have the skill set to move to the next step and get it on the calendar. With technology, nearly everyone can check their calendar right on the spot and set a date and time. It is a great opportunity to expand our networking.

7

Help them realize that you realize.

Life is full for everyone. Some people's lives at the moment may be full of fun and joy, while others, not so much. So, when you are with people and they are sharing sensitive things with you, whether it is a fun thing or a difficult issue they need to solve, be empathetic. Be willing to listen and learn. People will see that you are there for them, which is the bedrock of relationships. Author Steven Covey said, 'When you show deep empathy toward others, their defensive energy goes down, and positive energy replaces it.'

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