

# Business Relationship Template



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# Use This Template to Build Business Relationships

Some people think success in business is based on who you know. It's more accurate to say your success is based on the relationships you have with the people you know.

One conversation doesn't equal a relationship. It takes work to develop relationships. This template will help you identify three contacts, determine their communication style and decide the key messages you want them to know about you.

The goal is to engage in productive conversations that are well-received by your contacts, give them insight on who you are and why they should work with you. The clearer you can be in this template the easier it is to develop a successful conversation strategy.

## JEN RECOMMENDS:

- Include one person you already have familiarity with, but want to know better.
- Identify two contacts you have had limited interactions with.
- Determine a specific sports interest for each contact or note sports teams of regional interest.
- Use a sports-specific element and a transferable concept to get your key messages across. (Found on page 92 of *Talk Sporty to Me: Thinking Outside the Box Scores.*)
- Read *Talk Sporty to Me: Thinking Outside the Box Scores.*





# Building Business Relationships

Use this template to make sure you're on the same page with your business contacts. Determine clear messages you want to convey and deliver them in a way your contacts will listen and take action.

WHO ARE YOU TALKING TO?	COMMUNICATION STYLE?	SPORTS CONVERSATION TOPIC(S)
1.		
2.		
3.		

## WHAT ARE THE KEY MESSAGES YOU WANT TO CONVEY?

- 1.
- 2.

## WHAT CURRENT OR RELEVANT SPORTS HEADLINE CAN YOU USE TO CONVEY KEY MESSAGES IN CONVERSATIONS?

- 1.
- 2.