



The CONNECTION™

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Virtual Relationships

Sales professionals do an unprecedented amount of work with people they've never met. Modern communication technology means you can connect and do business all over the world at any time-which can create some unique challenges.

Most important, the lack of visual feedback means that we don't get a full picture of customers' responses, meaning that we can easily assume a relationship exists even when it doesn't. What's more, a joke that you would share with a true friend might be inappropriate in a business relationship. Anyone who's ever gotten negative feedback about the tone of an e-mail knows that problems can develop even when we mean no harm.

In short, don't drop your professional demeanor even if you think you've developed a great relationship with someone you don't know.

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