

Why Relationships Will Always Hold the Keys to the Kingdom

Customer relationship management is only a database if we don't grow relationships.

I was reminded yesterday of how important it is to reunite with life-long friends. All the years of separation disappeared in minutes. We talked as though time stood still with little need to catch up; I only had to keep up. When I see family and friends in heaven, there will be no sorrow about time missed or anything else. We will know in full.

As I absorbed all the medicine that shot to my heart while in the presence of friends, marketplace lessons lit up my mind like lightning bugs in the summer dusk. Our customers, clients, leads, prospects and even the tire-kickers seek a relationship with someone who can help solve problems.

The closer we remain to the people who invest in our products and services, the better our opportunity to build kingdom relationships. After all, the first goal of a kingdom business is to build kingdom relationships, agreed?

Relationships hold the keys to the kingdom.

Seek transformations over transactions.

"Remain in Me, as I also remain in you" (John 15:4).

P.S. Don't miss Part 2 of this message tomorrow. Expect an article filled with practical, how-to-stay-close-in-the--marketplace tips.