

RELATIONSHIPS ASSIGNMENT

As you develop your personal marketing plan, you should ask yourself how good you are at developing relationships. We live in an age in which we text or tweet more than we write notes or have conversations. Some might think they are great at developing relationships because they have 2,000 friends on Facebook. But are those really relationships? Consider your Facebook friends for a moment. What would those people say about you and your brand if you asked them? Do they even know you well?

For this portion of your marketing plan, your assignment is to plan a strategy to improve the most important relationships in your life. Even if they are good, there are always things you can do better.

First, think about how you can improve your relationship with your current boss, professors, classmates, friends and family. These people are likely to be important as you seek a job (e.g., relationship development with professors is especially important when it comes time to request letters of recommendation).

Next, consider how you can improve your personal customer service. Are you an ideal group member, or do you look for excuses to miss team meetings? Do you thank people who help you? Do you try to help others solve problems in a positive way? Are you a giver of your resources, or a taker of other's for your own selfish gain? Providing great service to the people in your life, both personally and professionally, will help you to build the type of relationships that will provide a rich future in every way possible. Burning bridges, on the other hand, very rarely helps you in the long-run.

Your Task: Select three to five professional relationships in your life, such as a manager, professor, classmate, or group member, and then identify one or two specific actions you can take in the next three months to strengthen each of those relationships. Next, explain in one paragraph how you have delivered excellent customer service sometime in your life, whether it was on the job, in school, or in your personal life. This will help you articulate your customer service skills in an interview.