

## Troy Hazard Keynote: Revenue Through Relationships

### *The 6 degrees of customer connection*

In a world of connectivity, why is it that we sometimes fail to really 'connect' as humans. In our personal lives, we all enjoy the relationship that revolves around authenticity, honesty, openness, vulnerability, and respect. Yet in business, we often treat the development of key relationships as a mechanical event, as opposed to an emotional bond with another person. Why is that so?

In a world of faster, better, yesterday, Troy will uncover the real reasons why we need to embrace the true emotion of a relationship in business and harness that to the true value of the technology with which we have come to rely on so heavily.

He will demonstrate what defines best practice when you are building a relationship marketing program for your business and show you how you can get an effective programme started easily.

Troy will also offer examples of how to develop a sense of unity in the relationships you develop with yourself, your greatest supporters, your peers, business influencers, your community, and of course ultimately your clients. Troy's presentation delivers answers to the following key questions:

- How to identify the 5 key reasons **why people do business with you**
- How to develop the 6 **relationships that drive revenue** in your business
- How to use the **new voice of word of mouth**
- How to **talk TO your customers** not AT them
- How to make your relationships **emotive, distinctive, and collaborative**
- How to **make actions speak** as loud as words