

# The Marketing

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You partner in Agriculture Marketing

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Issue 1

Volume 1

## Mastering the Art of Relationships

Face it - Business is all about Relationships!

You do not do business in a vacuum. You have clients and customers - your life blood of your business. You also have employees, co-workers, maybe a boss, business partners, shareholders, joint venture partners, business associates, referral sources, suppliers, vendors. The list goes on and on.

So the true 'Art of Business' is the 'Art of Relationships'. It is one reason why there are more and more successful women in business (not knocking the men here). Women just have a knack for developing strong relationships. Men are driven to get the job done, while women build networks of friends and associates that can get it done for them.

So if business is all about relationships - then why - if you open 99% of business books today, do they not talk about relationships; how to build them and nurture them. Instead they discuss time management, sales strategy, financial tracking, system analysis, etc.

If you really want to succeed in business - then find a book about relationships. Learn how to work with people, get people to trust you, how to create real friendships.

That will drive your success!

I have heard it said that 90% of a person's success in business relates directly to how happy they are in their personal relationships. I believe this is true to some extent. But the reason behind it - that is the secret - not that they have a good personal relationship.

If you are happy in your personal relationship - then you have mastered - at least on your personal level - the art of building and nurturing relationships. And then you can transfer these skills directly over to your business life. This will then corresponds to your level of success in business.

Let me be clear - it is not about contacts. Just having someone's business card does not mean you have built a relationship. You have to take it a step further.

You must make a connection - that is the start. And in today's busy world that can be tough. It can start with an email, but really a phone call is better. In today's busy world the phone is getting used less and less for business



(and more and more for friends to chat endlessly - but that is another topic).

Learn to make short, but positive impact phone calls. Know what your message is before you dial. Have a question; invite them to a networking or other business event; have an irresistible offer for them. Give them the facts; be courteous, opening the door to building a relationship.

Email can be a great follow up to a phone call. But don't make it your only contact. It is too impersonal, and too easy to ignore.

And don't forget those relationships right in your own business, your coworkers, employees, vendors, etc. The ones you see day to day. You must continually work on them, building the relationship. You cannot tune them out, assuming they will always be there, and nothing changes in your life. Keep 'getting in touch' with these people - really making a connection on a regular basis.



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**So what's in a name?** I will not profess to be an expert on branding, but I do know that if you do not catch the attention of your prospect, you will never sell a damn thing!

Not selling anything here - but still want to catch your attention. So a FANTASTIC name is needed for our brand new Alberta CAMA newsletter. If you can think of a great name, please email us at [info@albertacama.com](mailto:info@albertacama.com). Prizes may be awarded - and HUGE recognition will be coming your way!!!

# Alberta CAMA Board Update

As anyone in marketing can tell you – communication is key! And I have to admit that during this journey to get Alberta CAMA up and running I do not think I have communicated as well as I should have. Therefore my goal this year is to increase communication. And to that end I have created this newsletter.

For the Record here is a list of the Alberta CAMA Board of Directors:

- President: Jack Zenert
- Vice-President Penny Mah
- Treasurer: Lesley Kelly
- Committee Leaders
  - Best of CAMA 2011: Janet Kanters
  - Alberta CAMA Events: Deborah Wilson
  - Alberta CAMA Membership: Lisa Skierka

- Board Members at Large
  - Ed Anderson
  - Brad Brinkworth

Janet and Deb are planning on attending this years Best of CAMA on behalf of Alberta CAMA and represent us at the national CAMA board meeting.

We have our first event happening Wednesday night with Nolan Berg.

Our official registration went through last month, we then set up our bank account and now are taking membership applications. See the website for an Alberta CAMA application form.

Let me know your thoughts on the newsletter, and on anything related to Alberta CAMA!

Thanks  
Jack Zenert

## Classifieds (Samples only this edition)

Acer Computer Monitor for sale - Acer 22" LCD Wide Screen 700:1, 5ms, VGA/DVI-D..., 3 year warranty \$292.00 403-222-1234

Account Representative in Boutique Ad Agency. Must be creative, logical, and show leadership with clients. Email [superjob@BAA.com](mailto:superjob@BAA.com)

## Advertising Opportunities

Contact the Alberta CAMA Board or email us at [ads@albertacama.com](mailto:ads@albertacama.com) and we will send you our advertising rates for this publication along with any other advertising opportunities we may have.

## The Marketing \_\_\_\_\_

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This is a regular quarterly E-Zine delivered primarily through email to members of Alberta CAMA.

If you know somebody that would like to subscribe send them to [www.albertacama.com](http://www.albertacama.com) to sign up online with their name and email address.

I hope you enjoyed this first edition of 'The Marketing \_\_\_\_\_' (name to be determined soon). As with all our work we hope to improve little by little every day. So if you have any suggestions for content, would like to be a featured business, or have any other comments, please let us know by contacting us through one of the means below. We are also looking for advertising submissions for future issues.

Email: [news@albertacama.com](mailto:news@albertacama.com)

### Don't Forget

The Alberta Chapter of the Canadian Agri-Marketing Association (CAMA) is pleased to invite you and your colleagues to attend an upcoming event happening in Calgary on **Wednesday, October 28 at 7:30 PM** at the Best Western – Port of Call Inn.

**A fireside chat with Nolan Berg. Vice President, Marketing at ATB Financial.**