

Blackberry versus Traditional Forms of Communication

Have you found yourself depending more and more on your Blackberry and less and less on traditional forms of communication? Do you rather leave a voice mail than actually talk to the person you are calling? If you can say yes to either of these questions then you are definitely part of the electronic generation. This electronic generation allows us to remain somewhat anonymous in our business world. We are losing the interpersonal relationships that once were the center of building our client network. Email, instant messaging and the use of our blackberry's are separating us from the actual people we are trying to build a relationship with in the business world. How easy is it to change a supplier when we have no real relationship with that supplier? You no longer have someone saying, "I want to work with Joe because he understands what I want and need". Joe has now become a faceless worker. He has almost become a machine in our dealing with him.

We need to make a change in the workforce on how we connect with our business clients. We need to develop a real open relationship with them. This relationship will be what keeps that client. One of the best ways to foster this relationship is to really get to know the client. You can do this by personally meeting him. Avoid the email form of communication and actually give him a call to talk personally with him.

Take advantage of the holiday season. This time of year is a great opportunity to build relationships. One of the best ways to do this is to send Christmas or Holiday cards. A beautiful holiday card will have your client remember you. If he displays his cards in his office, he will remember you each time he looks at the card.

It is easy and convenient to order holiday or business cards through the internet. You have the option to select your card, verse and envelope right at your desk. Order your cards early so they may arrive at your clients address during the holiday period.

Take great care to choose the appropriate cards for that particular client. Send a high quality card to let your client know how much you appreciate their business.

Your blackberry certainly has its place in the business world but don't let it become your complete means of communication. The written word is powerful in today's market. Don't forgo traditional means of communication for staying in touch with your client.