

# The Power of Relationships

Presented by: **Shené Commodore, CPCM**

President - **Commodore Consulting, LLC**  
770-590-5147

**Strategy – Program Management - Training –  
GSA Schedules**



The Power of Relationships  
Commodore Consulting, LLC 2015

1

---

---

---

---

---

---

---

---

## 3 Ways to Establish a Connection for Relationship Building



3. Can I trust you?

2. Can You Help?

1. Do You Care?



The Power of Relationships  
Commodore Consulting, LLC 2015

2

---

---

---

---

---

---

---

---

## The Power of Relationships

### Show You Care:

1. Share Knowledge
2. Ask questions, listen, participate, follow up
  - Be O.P.E.N. – Ordinary People Extraordinary Network
3. Do Good Work

*\*Avoid Isolation –collaborate, co-working spaces*



The Power of Relationships  
Commodore Consulting, LLC 2015

3

---

---

---

---

---

---

---

---

## The Power of Relationships

### Show You Can Help by Gathering Data:

1. Stay abreast of Agency Needs, Practices, and Buying Habits

Resources: Agency & Industry Reports, LinkedIn Groups, Publications, Forecasts  
GSA contractor Toolbox, GSA interact, Industry Days, Pre-Proposal documents

2. Review proposed rules, provide comments
3. Meet with the SB Liaison, Talk with contractors



The Power of Relationships  
Commodore Consulting, LLC 2015

4

---

---

---

---

---

---

---

---

### How to Use Your Data Phase 1: Creating Useful Information



**Who spends the most money on your offerings?**

**How will they assess your offerings?**  
-What are their preferences?

**What matters to them?**  
-What alternatives do they have?

**Who makes or influences decisions?**



The Power of Relationships  
Commodore Consulting, LLC 2015

5

---

---

---

---

---

---

---

---

### How to Use Your Data Phase 2: Deciding What Information is Relevant



**What information should you present or share?**

**How should you present it?**

**How do you check if its right?**



The Power of Relationships  
Commodore Consulting, LLC 2015

6

---

---

---

---

---

---



---

---

### How to Use Your Data Phase 3: Set Appointments

**BLIND  
CORNER  
PROCEED  
WITH  
CAUTION**

**Set a Meeting  
and  
Follow Up.**

The Power of Relationships  
Commodore Consulting, LLC 2015  
7

---

---

---

---

---

---

---

---

### The Power of Relationships

Gain Credibility to Earn Trust:

1. Do Your Homework
2. Do Great Work
3. Be Innovative
4. Be Fair and Reasonable
5. Show Value

*\*Create an Experience*

The Power of Relationships  
Commodore Consulting, LLC 2015  
8

---

---

---

---

---

---

---

---

### The Power of Relationships




STOP WRITING YOUR COMPANY BAD CHECKS !!!  
Build Relationships. Understand Your Customers. Show Value.

The Power of Relationships  
Commodore Consulting, LLC 2015  
9

---

---

---

---

---

---

---

---