MARKETING | PERSONAL GROWTH |RELATIONSHIP

Relationship Marketing

What is it?

by **Dr. Roger Boger**

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In our haste to gain market target visibility, we sometimes overlook our most important resource - our relationship with people! This is ironic because success in any business has it's foundation rooted in interpersonal relationships.

> ***Relationship marketing is the process of attracting, maintaining and enhancing relationships with key people not necessarily with huge audiences.***

I have found that it is much easier to disqualify potential business partners or associates during a one on one conversation. Bringing numbers of people to a public forum seems, at first, to be a more efficient way to to accomplish interest. Many people either preface the attendance to a group function with a one on one meeting, or follow up the larger gathering exposure to products or services with a Q and A and relationship building encounter. *It's the "face time" with individuals, using the proper communication and listening models, that allow us to discover our strong possible partners.* Relationship marketing emphasizes customer retention and satisfaction, rather than focusing on point of sale transactions.

> ***It has been said that our industry is more transformational than transactional.***

As a matter of fact, noted author, Robert Kiyosaki, has indicated that personal growth still remains the number one reason why people

gravitate to relationship marketing. Since I came to understand that this business strategy represents the most recent step in the evolution of the free enterprise system, my life has never been the same. Interestingly, most people have never seen or been associated with the professional side of network-relationship marketing. It has provided me with the privilege to interact with and become a part of the global community of human kind. All that remains is for one to imagineer the limitless possibilities that the abundant universe offers to every human being. It's all there for you to enjoy and allows us all to create what it is that we want.

What do you REALLY want?

Dr R. A. Boger

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Royal Diamond Wellness Consultant with *Nikken*. Nikken is a company that distributes Wellness Energy Products to over 40 countries. Wellness Consultant of the Year for 2001. Presidents club member and Millionaires club member.

Lecturer both nationally and internationally on Health & Wellness. He has spoken in Japan, Canada, France, England, Switzerland, Norway, Sweden, Germany, Russia and the Caribbean, among other places. He has lectured on Energy Medicine nationally. He has authored articles for journals for people involved in the distribution of Wellness Products and journals for marketing. He has recorded many audiotapes, videotapes, CDs and DVDs to mentor people who are involved in similar businesses.

Dr. Boger created a Wellness Center called *Lifespan, The Center for Integrative Health*, on Hilton Head Island, South Carolina and is constructing others at Bear Mountain Resort in Victoria British Columbia and Texas A&M University. The unique concept includes traditional, alternative and wellness approaches to help people make the best lifestyle changes that will ensure long and healthy lives. His plans include constructing these facilities in many global locations. Each venue will have a focus on Integrative medicine and each facility will be Feng Shui consistent in its physical plant design. This, along with his Nikken business, Real Estate investment, creating aggregation type business

models for global domination in health care and authoring his current book "*Your Einstein Complex Awaken your inner genius*" is in alignment with his life's purpose.