

— *The* —

ONLY

THING YOU NEED TO DO

CHEAT SHEET: What it takes to master relationships, win deals, create confidence and find success.

MAREO MCCRACKEN



What it takes...



The main ingredient to winning in business is trusted relationships. Not the “let’s go to a ballgame” type of relationships, but real, honest, trusting relationships built on performance and accountability.

There is one secret to getting every job. There is one secret to keeping any job. There is one secret to landing every sale. There is one secret to becoming the type of person people want to do business with.

It is crazy simple.....

Just make sure the people with the decision making power want to work with you.

Action



The same is true for all sales, consulting, freelance gigs, whatever... if those in power want you or your service, they will find a way to get it done.

How do you make people want to work with you though? It is simple, but not easy.

Of course you need the mental capacity. You need a baseline level of skill for each situation. Once those targets are hit and are out of the way, what else can you do?

Here are the actions of people we like working with, these are the actions that will make people want to work with you. The first one is the most important. So take these, make them part of your daily actions, and people will start/keep wanting to work with you.

Find Pain, Ease Pain



**“We rise by lifting others.” –Robert
Ingersoll**

Everyone has a problem, or two. Those who are wanted help others with their biggest challenges. Help others stop feeling their pain and they will forever hold you valuable. If you can prove that you can legitimately help them solve their problems, you will get the business/job/sale, every time.



Pay Attention to Small Wins

“You can get a great deal done from almost any position in an organization if you focus on small wins and you don’t mind others getting the credit.”

– Roger Saillant

Everything good is an opportunity to promote success, to be grateful.

Gratitude brings out the best in you and in others. We live according to our expectations. Notice the good others do. Notice the good you do.

Place Focus on Others



“In every moment...we choose to see others either as people like ourselves or as objects. They either count like we do or they don’t.” – The Arbinger Institute

This is about having an outward mindset. The more that you help fulfill the needs of others, the more satisfaction that the entire team feels. If they can accomplish their mission, you will accomplish yours.



Each One is On Their Own Journey

“We should not judge people by their peak of excellence; but by the distance they have traveled from the point where they started.” - Henry Ward Beecher

Expectations drive our reactions. When we expect people to act a certain way, we limit the potential for growth. Reduce fixed expected results and focus on maximizing what is already there. Each person needs true support from others. Walking a mile in someone else’s shoes is always a good idea.

Take Calculated Risks



“As an adventurer...I try to protect against the downside. I make sure I have covered as many eventualities as I can. In the end, you have to take calculated risks; otherwise you're going to sit in mothballs all day and do nothing.” - Richard Branson

Show courage in the face of uncertainty. By understanding the risks and taking action anyway, we can inspire those around us. Plus, the payoffs are always better than doing nothing.



Disciplined Approach to Listening

“The greatest compliment that was ever paid me was when one asked me what I thought, and attended to my answer.” - Henry David Thoreau

The hardest skill to master is listening. Listening is not being quiet. Listening is about focusing to understand context as well as meaning. Listen better by focusing on the other person's needs, wants, and life experiences.



Find Beauty in Everyday Things

**“Everything has beauty, but not everyone sees it.”
- Confucius**

Finding beauty is the sign of a developed mind. Appreciation is the highest form of acceptance. We all want to be around people who accept us. Complainers suck. They suck energy, they suck happiness, and they really suck motivation.



Help Others Celebrate Success

“Learning to celebrate success is a key component of learning how to win...” - Douglas Conant

Instead of being egotistic and self-centered, truly want others to succeed. You are not threatened by the accomplishments of others. Truly helping others succeed and then being happy for that success creates an environment everyone wants to be a part of.

Show Accountability



“Accountability breeds response-ability... Every human has four endowments – self-awareness, conscience, independent will and creative imagination. These give us the ultimate human freedom... The power to choose, to respond, to change.” - Stephen Covey

Own up to your mistakes and share credit for wins. By never excusing mistakes we can help others do the same.

Use Kind Words



**"Surround yourself with good people." – Marcus
Lemonis**

People remember how they feel around others. Kind words create strong emotional memories. Kindness is a sign of confidence. Confident people are fun to be around because they are not trying to impress or degrade others. You know your self-worth and want others to discover the same mindset.

Use Kind Actions



“Kindness in words creates confidence. Kindness in thinking creates profoundness. Kindness in giving creates love.” - Lao Tzu

More than saying nice things, doing kind things is needed to prove the words spoken. Helping others with your time with no expectation of payment is kind. Giving a thoughtful gift is kind. Writing a thank-you note is kind. Be kind since kindness makes people like you. Kindness creates ultimate trust.

Respect Your Body



“To keep the body in good health is a duty... otherwise we shall not be able to keep our mind strong and clear.” - Buddha

Take care your body. Exercise some, eat pretty decently, understand that your body is the tool you can use to help others do good. Good caretakers are always welcome, everywhere.

Ask For Help



“Refusing to ask for help when you need it is refusing someone the chance to be helpful.” - Ric Ocasek

By not being afraid to show weakness, you build stronger trust. Vulnerability builds relationships. Additionally, by asking for help we show we are self-aware. Self-awareness is the foundation of emotional intelligence.

Follow Your Why



**“The emphasis should be on why we do a job.” -
W. Edwards Deming**

Only do things that support your purpose.
Stay focused and committed and help
others be the same.

Learn from Failure



“Any man can make mistakes, but only an idiot persists in his error.” - Cicero

Not achieving success is valuable only if you take the lessons learned and apply them. Likable people understand the power of experience and always use negative situations to build on for the future.



Show Resourcefulness

You have to develop an awareness, react fast, be resourceful and come up with a plan and act on it.” - Bear Grylls

Just make do, and make whatever you have better. Whatever is available becomes all you need. As we stretch our minds our abilities and skills grow as well. People who are resourceful make everyone around them better, we must be givers. The more we stretch, the more people want to work with us.

Speak with Clarity



“Take advantage of every opportunity to practice your communication skills so that when important occasions arise, you will have the gift, the style, the sharpness, the clarity, and the emotions to affect other people.” - Jim Rohn

Say what you mean, with tact of course. Instead of hiding true meaning, share your true motivations. Transparency is more important than winning. By wanting everyone to feel included, you create trust and empower others to be open as well.

Bringing it all together...



So, to master professional relationships, you won't go wrong if you do these 17 things:

1. Find Pain, Ease Pain
2. Pay Attention to Small Wins
3. Place Focus on Others
4. Realize Everyone is On Their Own Journey
5. Take Calculated Risks
6. Have a Disciplined Approach to Listening
7. Find Beauty in Everyday Things
8. Help Others Celebrate Success
9. Show Accountability
10. Use Kind Words
11. Use Kind Actions
12. Respect Your Body
13. Ask for Help
14. Follow Your Why
15. Learn from Failure
16. Show Resourcefulness
17. Speak with Clarity