

Tips to Building a Million Dollar Database

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1. Re-evaluate who you know
2. Determine who your most important relationship categories are and define them by name.
3. Select a database to house your contacts and relationships and make sure you use only one central database to keep your contacts and relationships.
4. Enter and code your contacts and relationships and code custom fields for specific information like how you met your contacts, contact titles and other fields important to you and your business to track and measure.
5. Categorize your business relationships according to clients, prospects, referral sources, contacts of influence, former contacts, etc so you can search and sort for these categories and communicate separately with each relationship category.
6. Rate your business relationships according to good, better, best and A, B, Cs.
7. Develop a global strategy to collect and gather intelligence regarding personal information, business information and key preferences and habits of your best relationships.
8. Connect, stay in touch and reconnect with relationships according to a systematic communication plan.
9. Look for critical moments of opportunity to cement relationships by paying attention to small details and intelligence that allow you to “wow” your relationships in how you’ve paid attention and collected personal/business intelligence.
10. Maintain and keep your database up to date by jotting and noting all information into your database, along with setting a calendar for follow-up and generating reports according to a schedule and plan.