



Week #7: Kickstarting Your Relationship Management

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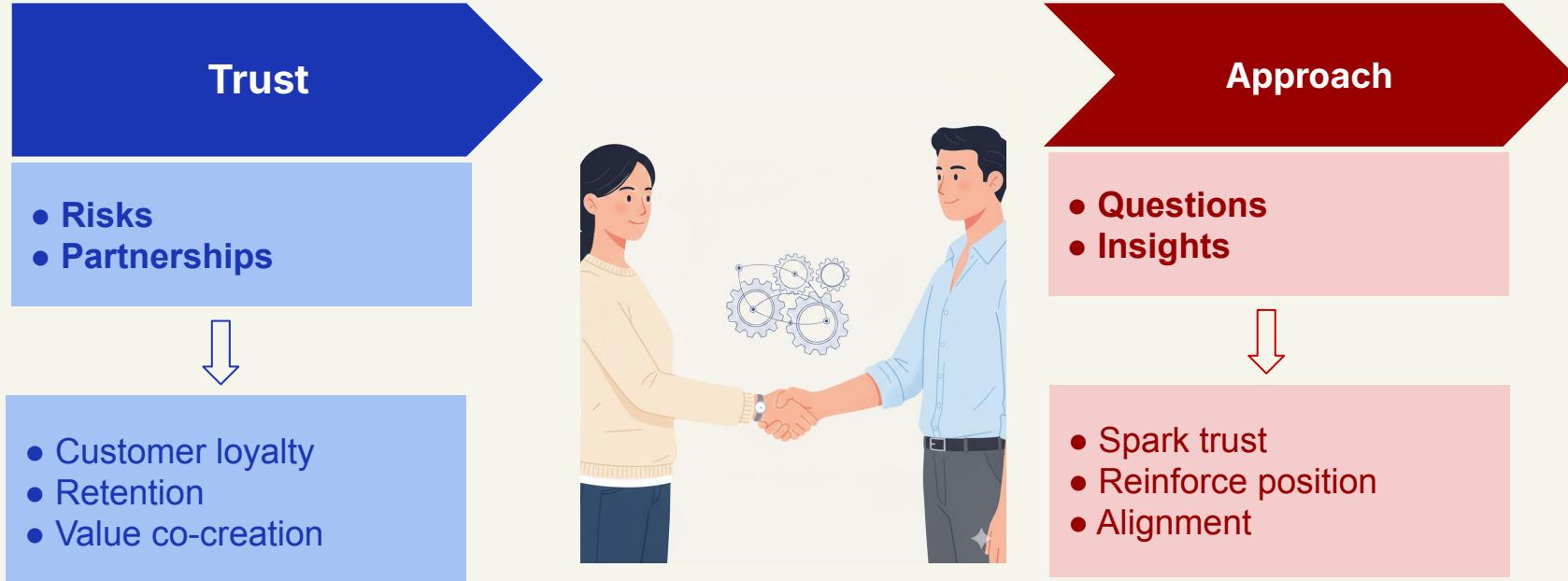
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9:00AM EST

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Why Relationship Management Matters?

Fractional professionals = targeted expertise and rapid outcomes.



Stage → Delivery Wins

Principles:

- Set expectations
- Transparency
- Adaptability



Strategies:

- Identify key areas
- Prioritize visibility
- Reframe wins

Communication

Examples:

- **Fractional HR professional:** Implement a simple onboarding checklist within two weeks.
- **Fractional marketing specialist:** Launch a quick campaign that generates measurable leads.
- **Fractional IT consultant:** Patch a critical system vulnerability in the first month.



Do you have any questions?

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Thank You!

