

THE SOCIAL FRAMEWORK



There are four elements to the Social Framework: Mindset, Goals, Network Ecosystem, and Habits. This framework will help you build your own overall network and identify strategic relationships you will need to invest in to reach your goals.

MINDSET

Having the mindset of a strategic relationship builder is the foundational element of the framework.

GOALS

Social goals are accomplished through strategic relationships and looking for ways to contribute in every selling or client situation.

NETWORK ECOSYSTEM

Your network ecosystem helps you identify the relationships you'll need, evaluate their current strength, and systematize your efforts.

HABITS

As important as your other daily selling habits, your social habits are the small actions you're consistent with that further your strategic relationships.