Thank you for your interest in our November 17th webinar, *Virtual Relationships: How to Apply the (New) 80/20 Rule*.

To review the webinar at any time, access the recording here – which also captures the very thoughtful dialogue we had with lingering participants after we officially closed out at the top of the hour. You may view past recordings and see the upcoming schedule on the same page.

Here are some resources to complement the webinar content:

- Review our take on why it's seductive to believe that relationships are different now. Part II, including specific techniques to double down and ramp up, will be published soon;
- Get more specific guidelines on how to navigate the "call a past client" practice we discussed, in this short article or this recorded webinar;
- Learn about what it means to "bring a risky gift," consistent with our recommendation to be bold with your point of view;
- Listen to Charlie Green's seven-minute take on the best way to build trust with potential clients in a crisis;
- See how trustworthy you are by taking our free Trust Quotient quiz;
- Learn about our books: *Trust-Based Selling*, which is rooted in fundamental trust principles, plus *The Trusted Advisor* and *The Trusted Advisor Fieldbook* (co-authored by Andrea and Charlie).

Feel free to share the recording and presentation slides with colleagues.

For those who were able to join, we hope you enjoyed the experience. We hope to "see" you at the next one in January; we will share the webinar date and topic shortly.

Don't hesitate to email or call us directly for any reason.

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