**Grow Through the People You know**

There is absolute truth in the saying ‘its not what you know, it’s who you know, that’s matters’. The phrase was first coined in 1914 and over one hundred years later it remains a relevant way to think about the value of relationships. Any person’s success, at least in part, comes through relationships, and the type of relationships that surround you will make a difference in your success. It’s the people you know who can help you grow.

In professional services, the value in relationships becomes even more key to performing at an elevated level when you are searching for new and better ways to serve clients, grow business, access information, and find resources that are not always inside your firm.

Following are four value drivers for building relationships with professionals who know the industry you work in and can help improve your chances of success in growing an industry practice.

**Gain Depth and Understanding**

Each industry has its own nuances, language, rules, and regulations and the greater depth you and your team have in mastering these distinctions, the more likely you will be able to attract and retain industry clients. Networking with other professionals who are pursuing a similar clientele provides an avenue for gaining access to the right people who can help you gain depth and understanding in all the facets of an industry.

**Identify New Service Opportunities**

As your clients’ business changes, so too must the ways in which you serve them. Professionals, who are also industry experts can help you find new services that your firm doesn’t currently provide, and they can show you how they need to be positioned and delivered to clients. New avenues to service and practice area expansion will swing open like a saloon door when you connect, and develop relationships, with a nationwide group of experts who can help steer you in the right directions.

**Pro-actively Solve Problems**

If business owners were to ask for anything from their professional service providers, high on their wish list would be for their trusted advisors to pro-actively inform them when things are taking place that will impact their business and give them confidence that you are looking out for their business better than anyone else would. Any surprises thrown into the relationship is going to cause problems that can easily be avoided when you have a network of professionals that you trust to provide answers to complex industry focused questions.

**Access Quality Resources**

Clients and prospects ask a lot of questions sometimes and when they come to you with those questions, it is important that you can find the answers fast, without spending scarce resources searching on your own. Networking with other industry professionals minimizes the job of searching for answers when you can turn to people you trust who have the tools and information that will impact client relationships. Your industry network will give you comfort in knowing that you will have the answers for clients when they need them, and you will more confidently approach challenges and industry changes that are in front of your clients.

**Next Steps**

If you are considering ways to establish and grow relationships with national practice leaders, consider A [Rainmaker Niche Alliance](https://therainmakercompanies.com/programs-and-services/strategic-niche-alliances/), or attend the [2018 SuperConference](https://therainmakercompanies.com/event/2018-superconference/) to meet the highest quality contact in the industry. Or [Contact Us](https://therainmakercompanies.com/contact/) for a complimentary consultation on how Rainmaker can help to enhance your firm’s growth culture.