



# etips

## *'Lead the Pack' Sales Training*

### **Caring for or care taking relationships?**

The author Morris Shechtman of "Working Without a Net" puts relationship building into two categories. One type he calls a 'caring for' relationship and one as a 'care taking' relationship. Most people are more familiar with care taking relationships that are the epitome of consensus, focus on commonalities and conflict avoidance. High growth people prefer caring for relationships, epitomized by challenge, confrontation, and conflict management. Challenge, confrontation and conflict management means you care enough for someone to challenge their beliefs and actions that you believe may be holding them back in the pursuit of their goals. It means time and energy addressing issues you might otherwise like to avoid.

**"Peace is not absence of conflict; it is the ability to handle conflict by peaceful means." – Ronald Reagan**

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